

## **ABSTRACT**

### **MARKETING STRATEGY ANALYSIS WITH MARKETING MIX AND SWOT IN INCREASING THE VOLUME OF HEALTH EQUIPMENT SALES KIMIA FARMA PHARMACY X IN THE SIDOARJO**

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Marketing strategy is basically a very important thing for companies to achieve the goals of a company. The purpose of this study is to analyze the marketing strategy of Kimia Farma Pharmacy in increasing the sales volume of medical with a marketing mix and SWOT approach. The types and sources of data used are primary data and secondary data, while data collection techniques are carried out by means of interviews, observations, and documentation. Analysis of the data used is descriptive analysis. Kimia Farma Pharmacy has strategies to increase sales volume of Medical devices, namely Product Strategy by completing all kinds of Medical device products, especially for the needs of the elderly, Price strategy that has been set by the company with a system that takes into account cost prices, Promotion strategy by utilizing chemical's digital platform farma, as well as place strategies by arranging products that are neat and easy to reach, as well as cooperating with other agencies. Based on the internal and external analysis, it is known that the strength value is above the weakness value, namely the difference (+) 0.68 and the opportunity value is above the threat value, namely the difference (+) 0.55, so the SWOT analysis diagram conducted at Kimia Farma Pharmacy is currently at Strategy Growth (development). Kimia Farma Pharmacy is in a very favorable situation so Kimia Farma Pharmacy must take advantage of opportunities and minimize or avoid existing weaknesses and threats.

Keyword : Marketing mix, SWOT analysis, sales volume, medical devices