

Implementation Of Marketing Strategies Using A Swot Analysis Approach To Increase Sales at Pt. Digital Tries Indonesia

Gibran Safira Darumawan^{1*}, Anas Hidayat²

^{1*}Management Undergraduate Student Islamic University of Indonesia

² Management Lecturer Islamic University of Indonesia

Corresponding Author : 20311099@students.uii.ac.id

Abstract

Caused by the rapid development of technology, business competition in the current era of globalization is increasingly fierce and complex. Companies must consider both internal and external factors that affect them, and SWOT analysis is an important tool for doing so. This analysis allows companies to know their internal strengths and weaknesses, as well as external opportunities and threats, so that they can take appropriate strategic actions to stay competitive in the market. This research aims to see whether PT Tries Digital Indonesia's marketing strategy can increase sales by using SWOT analysis, which evaluates the company's strengths, weaknesses, opportunities, and threats. This research was conducted qualitatively and the data mainly came from observations or interviews. The results showed that PT Tries Digital Indonesia has strengths in terms of quality IT products and services, but faces challenges due to wider market penetration and increasingly fierce competition. To increase sales, the company must take advantage of market opportunities, improve internal weaknesses, and overcome external threats. It is hoped that this research will help PT Tries Digital Indonesia create an effective marketing strategy to increase sales..

Keywords: *Marketing strategy, SWOT Analysis, PT Tries Digital Indonesia, Sales*

INTRODUCTION

In the current era of globalization, the development of the business world is increasingly stringent and complex. Competition and technology are increasingly complex. Globalization has occurred in all areas of business. If entrepreneurs do not keep up with the pace of the times, they will be left behind, increasingly complex developments. Therefore, an entrepreneur must always be forward-oriented, observant in observing various forms of

139

changes and developments that occur in society, and adapting these changes to the company's organizational plans. A company cannot run without various changes in the company's external and internal environment. Negative changes are a disruption for the company, while positive changes will support the company's survival. (Mujiati, 2023).

Therefore, companies must be able to pay attention to factors that can influence the survival of the company, including external factors and internal factors of the company. Negative changes are a disruption for the company, while positive changes will support the company's survival. Therefore, companies must be able to pay attention to factors that can influence the company's survival. (Luntung & Tawas, 2019).

The use of SWOT analysis is a tool that can be used to determine the strengths and weaknesses of a company, especially in the marketing sector. SWOT analysis represents the strengths and weaknesses of the internal environment as well as the external environmental opportunities and threats facing the business world. SWOT analysis arises directly or indirectly due to competition from other companies. Companies must use strategies to win the competition or at least survive in the market. Companies need the right expectations so that the company can sell its products on the market. Companies must carry out all operational activities effectively and efficiently, including in the field of marketing. (Bipianto & Wasiman, 2023).

For a business to compete, survive and survive, strategy is very important in its development process. Strengths can be defined as resources, skills, or other advantages related to competitors and market needs that a company is expected to fulfill (Dewi, 2021).

Digital SWOT based on these circumstances, it is very interesting to carry out a SWOT analysis of digitalization companies that are facing the rapid development of digital transformation today. The reason for using SWOT analysis is because this analysis is a participatory analysis that is easy to understand, can be applied and adapted to organizations of different sizes, and can also be applied to yourself. Because of these benefits, SWOT analysis is half a century old and remains valid today, despite new analysis techniques that are changing SWOT analysis. (Siregar, 2023)

There is a need to replace the marketing strategy currently used with a marketing strategy that implements appropriate competitive strategies, namely, using SWOT analysis. SWOT analysis helps identify the strengths and weaknesses of a company or product. This helps companies understand what internal factors can provide a competitive advantage or become obstacles in achieving marketing goals. (Nugroho, 2023).

External factors and internal factors of the company. Knowing what threats and opportunities a company faces can decide on a strategy to deal with the external environment. After understanding the external environment faced, it is also necessary to

analyze the internal environment to find out what the company's strengths are and what its weaknesses are. As a result, a company can always adapt to its environment so that efforts to achieve its goals can always be met. (Taufik & Suprajang, (2015).

Marketing as a whole system of commercial activities is designed to facilitate the identification of company programs by consumers and potential buyers. Marketing strategy formulation is based on a thorough analysis of the influence of the company's external and internal environmental factors. The company's external environment changes rapidly all the time, giving rise to various threats and opportunities from major competitors, as well as an ever-changing business environment. The consequences of changes in internal factors also cause changes in the company's internal factors, such as changes in the company's strengths and weaknesses. (Kasihati, 2022).

PT. Tries Digital Indonesia is a Limited Liability Company (PT) that works in the field of digitalization. The company is located in Bedilan, Kalitirto, Berbah District, Sleman Regency, Special Region of Yogyakarta 55573, where the company's head office is located. The company's goal is to become the best technology developer in Indonesia, while its mission is to produce systems that support society's needs and participate in building a digital creative industry with the global community. The company's goals are also in line with this mission, namely to produce a system that supports society's needs by collaborating with the global community in advancing the digital creative industry.

PT Always Siap Solusi, which focuses on IT and software development, was founded by eight people in 2019. PT Tries Digital Indonesia developed the superior product "ciriminaja" as it developed. PT Always Siap Solusi then changed its name to PT Tries Digital Indonesia because of the desire to expand its business, especially in sendinginaja products. As time goes by, PT Tries Digital Indonesia also adds products and services. The first is the addition of SHIFT attendance application products and TRIES shops. Services consist of web development, mobile app development, augmented reality, digital marketing, virtual members, 2D & 3D animation. With this strong historical background, the company has a strong foundation to build technological innovation to meet the needs of today's digital market.

PT Tries' SWOT is that it has the strength to develop complex IT solutions, supported by a skilled team of experts and a strong market reputation. SWOT analysis shows that these strengths enable PT Tries to analyze customer problems well and provide the right solutions. However, the limited number of employees and the ability to adapt products and services to customers' unique needs is a major challenge. Additionally, a lack of focus on marketing can hinder potential market expansion. However, there is a huge growth opportunity for PT Tries. The increasing demand for IT solutions provides opportunities for

business expansion. Partnerships with other companies and technological innovations such as cloud computing and artificial intelligence can also expand reach and growth. PT Tries also differentiates itself by prioritizing strong after-sales service, offering customers a 3-5 year maintenance guarantee to maintain satisfaction.

However, intense competition in the IT industry and cyber security threats are real challenges. PT Tries must innovate and improve the safety of its products and services to maintain customer trust. In addition, changes in market demand and global economic conditions can affect the company's future demand and growth. Therefore, PT Tries needs to continue to improve communication with employees, focus on facilities and work environment to maintain a capable team, and strengthen marketing strategies to reach wider market potential.

OBJECTIVES

Based on the background above, a question can be formulated, namely "How to implement a marketing strategy using the SWOT analysis method to increase sales of PT. Tries Digital Indonesia?" This research aims to analyze the implementation of marketing strategies using the SWOT analysis method at PT. Tries Digital Indonesia, and to find out how this strategy can increase company sales. The benefit of this research is providing practical guidance for PT. Tries Digital Indonesia in formulating and implementing marketing strategies, Providing insight for other companies in the digital industry regarding the importance of SWOT analysis in developing marketing strategies. Contributes to academic literature regarding the application of SWOT analysis in the context of marketing strategies in the digital industry.

THEORETICAL STUDY

Marketing

According to Kotler and Keller (2009), businesses carry out marketing, namely a series of actions to create, communicate and provide value to customers and monitor the relationship between sellers and current customers to create a mutually beneficial attitude. Marketing is the overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services that meet the needs of both current and potential buyers. (Mohamad, & Rahim, (2021).

Based on the statement above, marketing is an effort to fulfill human or social needs. In other words, meeting needs in a way that benefits each other. where businesses can create, sell, or offer goods or services to satisfy current desires and generate profits from sales.

Marketing Strategy

Marketing Strategy according to Philip Kotler (2004:81) is a problem mindset that will be used to achieve its goals in marketing. Marketing strategy consists of specific strategies for target markets, positioning, marketing mix, and marketing costs. Marketing strategy is based on 5 strategic concepts as follows:

1. Market segmentation: every market must consist of a variety of buyers who have different needs and habits, it is impossible for a company to meet the needs of all buyers. Therefore, companies must group heterogeneous markets into homogeneous market units.
2. Market positioning The second marketing strategy is to choose a specific pattern of the company's market that will give the company maximum opportunities to gain a strong position, in other words the company must choose the market segment that will generate the greatest sales and profits.
3. Market entry strategy is the company's strategy for entering market segments that are used as sales target markets.
4. Market mix strategy is a collection of variables that companies can use to influence consumer responses
5. Timing strategy Determining the right time to market goods is something that needs to be considered. Even though the company sees a good opportunity to set objects and develop strategies, it is not possible for the company to immediately start marketing activities. The company must make preparations both in the fields of production and marketing, then the company must determine the right time to market goods or services to the market.

Marketing Function

According to Kotler (2004:67), several marketing functions for companies include the following:

1. Exchange function with marketing, consumers can buy products that come from producers either by exchanging money for the product or exchanging products for products for their own use or for resale.
2. Physical distribution function Physical distribution of products is carried out by transporting and storing products. Products originating from producers will meet consumer needs and can be distributed via land, water and air.

3. The function of an intermediary is to deliver products from producers to consumers, which can be carried out through marketing intermediaries that link exchange activities with physical distribution.

Marketing Concept

According to Kotler (2001:92) there are several marketing concepts, namely:

1. There is the ability to fulfill needs and desires. Needs are the biological essence and condition or condition of humans themselves, and humans always want various things to make themselves satisfied.
2. Products are offerings that fall into three categories: goods, services, and ideas. All products made by manufacturers are offered to customers to meet customer needs.
3. Value, Cost and Satisfaction in this case depend on how each customer views the product used to meet their needs. Exchanges and transactions if the terms have been agreed to by both parties, then the exchange will occur immediately. Exchange should be seen as a process, if both parties will come to an agreement, then the transaction will occur.
4. Relationships and networks The result of relationship marketing is to develop various assets owned by the company which are usually called marketing networks. Marketing networks generally consist of companies and parties who have various interests.
5. Market The market consists of consumers or buyers who have certain needs, whose needs may be available and capable of carrying out value exchange. So that transactions can occur to meet their needs.
6. Marketers and prospective buyers are prospectors who engage in value exchange to meet the needs of prospective buyers. Meanwhile, potential buyers are people who will be identified by marketers and who may later be involved in an exchange of value so that a transaction occurs.

Promotion

Promotion is the most effective activity to attract and retain consumers. One of the goals of promotion is to inform about all types of products offered and try to attract new potential customers. According to Roselina & Niati (2019), Promotion is communicating information to potential sellers and buyers or other people in the channel to influence attitudes and behavior. The purpose of promotion is to communicate knowledge and

convince people about a product to recognize its greatness and engage their thoughts and feelings. (Anshori & Nurohman, 2022).

Promotion is one of the marketing mix variables used by companies to communicate with the market in megadeals. Promotion is also often referred to as a continuing process because it can result in a series of follow-up activities, such as a one-way flow of persuasive information intended to encourage a person or organization to carry out exchange actions in marketing. From this definition, it can be concluded that every company in an effort to increase its promotional activities can use persuasive communication directed at businesses that create exchanges between the company and consumers or buyers. product in persuading someone to buy and reminding them of the existence of the product.

SWOT Analysis

Understanding SWOT analysis According to Freddy (2013:19) explains that SWOT analysis is the process of identifying various factors as a whole to create a strategy for a business. Logic is the basis of this analysis, which can maximize strengths (strengths) and opportunities (opportunities), but can also minimize weaknesses (weaknesses) and threats (threats). The synergy decision making process is always related to the development of the company's mission, goals, strategies and policies. Therefore, strategic planning must evaluate the company's strategic factors (strengths, weaknesses, opportunities and threats).

SWOT elements

1) Strength (Strength)

The first element of SWOT is strength, what is meant by strength is all the potential that the company has in supporting the company's development process, such as the quality of human resources, company facilities for both human resources and consumers and so on. What is meant by strength factors are, among other things, special competencies found in the organization which result in the business unit having a comparative advantage in the market. Examples: strength in financial resources, positive image, superior position in the market, and trust for various interested or related parties.

2) Weaknesses

Is a weakness analysis, where situations and conditions are the current weaknesses of a company. To be precise, there are deficiencies in the company's internal conditions, as a result of which the company's activities cannot be carried out optimally. For example: lack of funds, employees who are less creative and lazy, lack of adequate technology and so on.

3) Opportunities

These are positive external environmental factors, which can simply be interpreted as any environmental situation that is favorable for a company or business unit. What is meant by environmental situation here is:

- Changes in competitor conditions.
- Relationship between buyers (consumers).
- Harmonious relationships with suppliers.
- Important trends that occur among product users.
- Identify a market segment that has not received attention.

4) Threats

The threats referred to in the SWOT analysis that could occur in the field are:

- Fluctuating raw material prices.
- Entry of new competitors in the market.
- Slow market growth.
- Customers who are price sensitive may move to competitors who offer low prices.
- Competitors who have greater capacity and wider reach.

Research Framework



Figure 1. Research Framework

Research Methods

This research was conducted for 4 months at the marketing unit of PT. Tries Digital Indonesia with a qualitative approach to understand the actions, behavior and perceptions of the marketing team. Primary data was collected through observations and interviews during the internship, focusing on implementing marketing strategies using SWOT analysis. In-depth observations were made of non-verbal behavior and marketing activities, while in-

depth interviews with CEOs and Supervisors explored marketing strategies, interactions with target markets, and effectiveness of marketing campaigns.

Data collection techniques include direct observation, structured interviews, and documentation of activities during the internship. Observations focused on marketing strategy implementation and target market surveys, while interviews with CEOs and Supervisors explored SWOT strategy implementation, website visitor behavior, and marketing content. Documentation includes writings, photos and videos of marketing activities, which are used for further analysis. The analysis unit involves the CEO and Supervisor as key informants who provide in-depth insight into marketing strategy and decision making in the company.

RESULT AND DISCUSSION

Result

Marketing PT. Tries Digital Indonesia

At the beginning of the research, the author made observations regarding PT's marketing strategy. Tries Digital Indonesia conducted and the author found several marketing strategies and processes or mechanisms for customers to buy products and use services. PT Tries Digital Indonesia still relies heavily on marketing through relationships and digital platforms such as websites and social media. This strategy may be chosen because it is effective in building personal relationships and gaining the trust of potential customers. However, companies are continually working to increase the use of social media and websites as part of their marketing strategy.

One of the company's marketing strategies is to offer an incentive of 20% of the business value to employees who succeed in attracting customers. This incentive is intended to motivate people to actively seek new opportunities and provide the best service to their customers. While this has proven successful for the business world, it must continue to be evaluated to remain relevant and effective in the face of market and technological changes.

PT Tries Digital Indonesia adheres to proven strategies but must also be open to innovation and change in the world of digital marketing. Expanding online marketing, increasing social media interactions, and optimizing relationship strategies can be important steps for developing business in the digital era, companies can continue to adapt and develop in the face of increasingly fierce competition.

PT Tries Digital Indonesia does not have a marketing team, because PT Tries Digital Indonesia is a digitalization company, so it relies more on local relationships, provides employee incentives of 20% if it gets clients, and has greater control over implementing marketing strategies by utilizing technology and social media. may choose to rely on digital

platforms such as social media. Because this strategy approaches the target group directly without going through intermediaries, if it is not managed well, there are potential losses such as loss of certain marketing skills and risks to the sustainability of employee incentives.

Identification of Internal and External Strategy Factors at PT. Tries Digital Indonesia

INTERNAL & EXTERNAL FACTORS	
(Strength) - Team of software development experts - Extensive IT service offering - Problem analysis skills	(Opportunity) - Partnership opportunities - Increased demand for IT solutions - Guarantee offered
(Weakness) - Limited human resources - Lack of marketing focus - Lack of regular promotions - Products and services	(Threats) - High competition - Cybersecurity threats - Flexible response to market changes

Table 1. PT. Tries Digital Indonesia SWOT Analysis

DISCUSSION

IFAS (Internal)	Strength (S) - Software Development Expert Team - Extensive IT service offering - Problem analysis skills	Weakness (W) - Limited human resources - Lack of marketing focus - Lack of regular promotions - Products and services
EFAS (External)		
Opportunity (O) - Partnership Opportunities - Increasing Demand for IT Solutions - Warranty Offered	SO Strategy ✓ Increase partnership opportunities ✓ Quickly adapt to market needs ✓ Improve service by providing guarantees to consumers	WO Strategy ✓ Add tbps ✓ Maximize promotional activities on a regular basis ✓ Participate in IT Solution exhibitions
Threats (T) - High competition - Cybersecurity Threats - Flexible response to market changes	ST Strategy ✓ Show superior quality products and services ✓ Adaptive and innovative ✓ Improve the IT security system ✓ Establish marketing strategies ✓ Increase the trust of potential consumers	WT Strategy ✓ Improve effective and efficient marketing strategies ✓ Improve service to consumers by adding human resources to the marketing department and providing training

Figure 2. SWOT Analysis Matriks

It can be seen from the SWOT matrix above that the factors that influence strengths and opportunities are compared to weaknesses and threats. Therefore PT. Tries Digital Indonesia to be able to compete with other competitors. The following is a marketing strategy based on the results of the SWOT analysis of PT. Tries Digital Indonesia:

1. SO Strategy (Strength Opportunity)

Strategy based on the strengths and opportunities owned by PT. Tries Digital Indonesia is as follows:

1) Increase partnership opportunities

PT. Tries Digital Indonesia must target partnership opportunities for business expansion, access to resources and innovation. Partnerships expand geographic reach and bring in new capital, technology and talent. Sharing risks reduces financial and operational burdens, expands networks and competitiveness, and creates added value. The aim is to strengthen its market position and cope with market changes. Quickly adapt to market needs

2) Quickly adapt to market needs

PT. Tries Digital Indonesia must quickly adapt to market needs to increase customer satisfaction and adapt to ever-changing consumer behavior. With existing technology, it makes it easier for companies to find out customer satisfaction and trends that will occur in the present

3) Improve service by providing guarantees to consumers

PT. Tries Digital Indonesia provides guarantees for products or services to increase trust, reduce consumer risk, increase sales, improve reputation, and comply with legal obligations and business ethics. This step is important for PT. Tries Digital Indonesia seeks to strengthen its market position and build good relationships with its customers.

2. WO (Weakness Opportunity) Strategy

Strategy based on PT's weaknesses and opportunities. Tries Digital Indonesia is as follows:

1) Add tbps

PT. Tries Digital Indonesia needs to add human resources so that it can always handle large projects efficiently and consumers continue to trust the company.

2) Maximize regular promotions

PT. Tries Digital Indonesia must routinely maximize its promotion/marketing in order to attract more consumers by always updating advertisements on the website, being active on social media every day, uploading interesting promotional

content on Instagram, Facebook, TikTok, then creating attractive brochures and banners to attract consumer attention.

3) Participate in IT Solution exhibitions

PT. Tries Digital Indonesia needs to try to reach consumers directly, one of which is by participating in IT solutions exhibitions so that consumers know more about PT. Tries Digital Indonesia. And you can also follow information regarding developments in the IT industry

3. ST Strategy (Strength Threats)

Strategy based on the strengths and threats possessed by PT. Tries Digital Indonesia is as follows:

1) Show superior quality products and services

PT. Tries Digital Indonesia needs to showcase the superior quality of its products and services in order to remain competitive, attract customers and build a good reputation.

2) Adaptive and innovative

PT. Tries Digital Indonesia must be able to adapt and be innovative due to intense competition, technological changes and dynamic market demands. Innovation strengthens competitiveness, meets customer expectations and creates new growth opportunities. Adaptation, on the other hand, ensures operational relevance and efficiency in an ever-changing business environment.

3) Improve the IT security system

PT. Tries Digital Indonesia needs to improve IT security to protect customer data, prevent cyber attacks, comply with regulations, protect company reputation, and ensure service availability. It is important to keep the company running smoothly and the company's customer data safe.

4) Establish a marketing strategy

PT. Tries Digital Indonesia has a lot of competition because the need for IT solutions is increasing. Therefore, PT. Tries Digital Indonesia must determine the target market position and marketing targets with strategic planning taking into account existing opportunities.

5) Increase the trust of potential consumers

The level of customer trust determines customer loyalty; Moreover, today's consumers need detailed information to make them confident in the products and services offered because IT is very important today. Therefore, PT. Tries Digital Indonesia must be friendly and respond to all customer questions well.

4. WT Strategy (Weakness Threats)

Strategy based on the weaknesses and threats possessed by PT. Tries Digital Indonesia is as follows:

- 1) Improve effective and efficient marketing strategies

PT. Tries Digital Indonesia needs to improve its marketing strategy to face intense competition, keep up with changes in consumer behavior, increase brand awareness and expand sales. This will increase manager efficiency.

CONCLUSION

During research at PT. Tries Digital Indonesia, the author concludes that the company markets its products through relationships, 20% incentives for employees, and websites. SWOT analysis shows that PT. Tries Digital Indonesia has the opportunity to compete and expand, as well as increase growth and sales. The following marketing strategies are recommended:

1. SO (Strength Opportunity) Strategy: Utilize strengths and opportunities to increase partnerships, quickly adapt to the market, and provide guarantees to consumers.
2. WO (Weakness Opportunity) Strategy: Increasing human resources and maximizing regular promotions through advertising updates on websites, social media, brochures, banners and participation in IT exhibitions.
3. ST Strategy (Strength Threats): Establish a marketing strategy by showcasing product advantages, improving IT security, and innovating to remain competitive and protect customer data.
4. WT (Weakness Threats) Strategy: Improve effective marketing strategies, expand brand awareness, increase marketing human resources, and provide training to meet market demand and improve customer service and loyalty.

RECOMMENDATION

Based on the discussion and conclusions above, the author puts forward several suggestions for improvement and development to increase sales of PT. Tries Digital Indonesia:

1. Correcting internal weaknesses, such as adding human resources in the IT and marketing departments, is useful for increasing company productivity so that large projects can be completed efficiently and consumers can be helped more if there is a marketing team.
2. Keep up to date about products & services to attract consumer attention.
3. Develop stronger storytelling in the content presented on social media and website platforms to build emotional connections with consumers.



4. Continue to maintain the trust of PT customers. Tries Digital Indonesia by monitoring customers and providing routine maintenance.
5. Reach potential consumers directly by participating in IT solutions exhibitions

REFERENCES

- Anshori, M. F., & Nurohman, D. (2022). Efektivitas Penyediaan Internet Desa Untuk Peningkatan Promosi Umkm Di Temenggungan Udanawu Blitar. *Jurnal Cakrawala Ilmiah*, 1(9), 2245-2258.
- Bipianto, I., & Wasiman, W. (2023, September). Penerapan Analisis Swot Pada Keboon Kopi Cafe & Resto. In *Prosiding Seminar Nasional Ilmu Sosial Dan Teknologi (Snistek)* (Vol. 5, Pp. 91-98).
- Creswell, J. W. (2013). *Research Design: Qualitative, Quantitative, and Mixed Method Approaches*. SAGE PUBLICATIONS.
- Dewi, E. (2021). Strategi Pengembangan Bmt Berdasarkan Analisis Swot Di Kantor Layanan Bmt Dana Mentari Desa Pernasidi Kecamatan Cilongok (Doctoral Dissertation, Iain Purwokerto).
- Hamzah, M. I., Rapani, A., & Wanti, W. (2019). PENERAPAN STRATEGI PEMASARAN MELALUI PROMOSI DALAM UPAYA PENINGKATKAN VOLUME PENJUALAN KAMAR PADA HOTEL TWIN PLAZA JAKARTA. *Jurnal Ekonomi Bisnis Indonesia*, 14(2), 76-85.
- Ibrahim. (2018). *Metodologi Penelitian Kualitatif*. Bandung: Alfabeda.
- Kasihati, E. (2022). Analisis Strategi Pemasaran Agroindustri Keripik Pisang Kharisma Di Kota Bandar Lampung.
- Kotler, P., & Keller, K. L. 2012. *Manajemen Pemasaran Jilid 1 Edisi 13*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. 2012. *Manajemen Pemasaran Jilid 2 Edisi 13*. Jakarta: Erlangga.
- Kotler, Philip Dan Armstrong, Gary, (2014), *Principles Of Marketin, 12th Edition, Jilid 1 Terjemahan Bob Sabran* Jakarta : Erlangga
- Kotler, Philip. 2000. *Manajemen Pemasaran. Edisi Mileinium*. Jakarta : Pt. Indeks Kelompok Gramedia.
- Kotler, Philip. 2005. *Prinsip-Prinsip Pemasaran Jilid I*. Jakarta: Erlangga.
- Luntungan, W. G., & Tawas, H. N. (2019). Strategi Pemasaran Bambuden Boulevard Manado: Analisis Swot. *Jurnal Emba: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 7(4).
- McMillan, J. H., & Schumacher, S. (2003). *Research in Education*. New Jersey: Pearson.
- Meyliana, 2011. Analisa Straegi E-Marketing Dan Implementasinya Ada Rental Company
- Mohamad, R., & Rahim, E. (2021). Strategi Bauran Pemasaran (Marketing Mix) Dalam Perspektif Syariah. *Mutawazin (Jurnal Ekonomi Syariah)*, 2(1), 15-26.



- Moleong, & J, L. (2016). *Metodologi Penelitian Kualitatif (35th ed.)*. Remaja Rosdakarya.
- Mujiati, N. W. (2023, January). Perkembangan, Metode Pendekatan Dan Tantangan Manajemen Sumber Daya Manusia. In *Forum Manajemen* (Vol. 21, No. 1, Pp. 68-86).
- Nugroho, K. P. (2023). Analisis Formulasi Strategi Pemasaran Digital Usaha Kecil Menengah Bengkel Kinclong Jaya.
- Philip Kotler Dan Kevin L. Keller. (2006). *Manajemen Pemasaran Edisi Ke 12 Jilid Ke 1*.
- Riyanto, Y. 2010. *Metodologi Penelitian Pendidikan*. Surabaya: Penerbit SIC.
- Rokhmat, J., & Sudirman, S. (2017). Pengaruh Lingkungan Kerja dan Motivasi Berprestasi terhadap Kinerja Guru Madrasah Ibtidaiyah di Kecamatan Aikmel Kabupaten Lombok Timur. *Jurnal Ilmiah Profesi Pendidikan*.
- Roselina, M. A., & Niati, A. (2019). Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Promosi Terhadap Kepuasan Konsumen Elsa Hijab Semarang. *Solusi*, 17(3).
- Siregar, C. A. (2023). Analisis Swot Transformasi Digital Pada Pt. Bprs Al-Washliyah. *Jurnal Tabarru': Islamic Banking And Finance*, 6(2), 503-517.
- Sugiyono. 2016. *Metode Penelitian Kuantitatif, Kualitatif, dan R & D*. Bandung: Alfabeta Bandung.
- Taufik, M. I., & Suprajang, S. E. (2015). Analisis Threats, Opportunity, Weakness, Strengths (Tows) Sebagai Landasan Dalam Menentukan Strategi Pemasaran Pada Pr. Semanggimas Agung Boyolangu Kabupaten Tulungagung. *Jurnal Riset Mahasiswa Ekonomi (Ritmik)*, 2(2).
- Ulpa, R. (2022). KONSEP DASAR PENELITIAN KUALITATIF DALAM PENELITIAN PENDIDIKAN. *AL-Fathonah*, 1(5), 578-596.