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MARKETING STRATEGIES IN TIP-TOP SUPERMARKET

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Abstract: This study aims to use the SWOT (strengths, weaknesses, opportunities, and threats) framework to improve Tip Top supermarket's alternative competitive marketing strategies and acceptable corporate policies. In SWOT analysis, the IFE (Internal Factor Evaluation) matrix identifies the company's strengths and weaknesses, the EFE (External Factor Evaluation) matrix identifies the company's opportunities and threats, and the IE (Internal External) matrix depicts the company's current position. The threat factor is 1.6; the opportunity factor is 1; the opportunity factor is 0.9; and the strength factor is 1. The results of the data analysis are used to determine the total score for the component's strengths, weaknesses, opportunities, and threats. IFE received an average score of 6.7, while EFE received an average score of 6. These results position Tip Top Supermarket in quadrant I, necessitating an aggressive marketing growth strategy.

Keywords: *Marketing, strategy, strengths, weaknesses, opportunities, threats.*

Introduction

The evolution of business in Indonesia is increasingly characterized by complexity, competition, change, and unpredictability. As a result of a growing population, an increase in the number of competitors, and the rapid advancement of technology, this environment fosters fierce competition among businesses. In order for the business to continue to operate efficiently, the company must exercise caution when selecting a larger market. According to Wulandari (2018), for a business to endure, it must be able to exploit its current competencies effectively. A competition must be managed and maintained to have superior and innovative competitiveness in order to expand advantages as strengths and minimize vulnerabilities in order to maintain market potential. This is achieved by putting owned strengths and weaknesses to good use. Consequently, the company must be able to compete with rivals and grow its market by implementing the appropriate marketing strategy. By implementing the optimal marketing strategy and taking advantage of extant opportunities, the company's position on the market can be strengthened or maintained.

The strategy of a business may have a significant impact on its success or failure, as well as its longevity (Joana, 2009). According to Nedelea and LA (2009), the concept of strategy incorporates a number of essential components, such as entrepreneurship, competition, and roles that will be utilized to achieve organizational objectives and foster long-term success. According to (Yasar, 2010), a company's strategy is its long-term path that facilitates resource management. Canada (2019) asserts that marketing is a commercial strategy (Mayang et al.). For a business to achieve its goals and increase sales, establishing a marketing foundation is essential (Nuriadi, 2021).

Individuals and organizations use marketing strategy to create, promote, and sell high-quality products and services in order to satisfy the needs and aspirations of others. Kotler (2009,

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p. 401), states that "Marketing strategy is the main approach that businesses will use in achieving goals that have been first set; it includes key decisions regarding target markets, product placement in the market, marketing mix, and the level of marketing costs required that will have an impact on consumer purchasing interest". Marketing planning is a form of management process that leads to a marketing strategy, where the main objective is to achieve marketing goals, thus carried out through a series of systematic processes and coordination to arrive at a marketing planning solution.

According to Kotler and Keller (in Suradi et al., 2012), the concept of consumer purchasing interest is a consumer behavior in which consumers have a desire to purchase or select a product based on experience in selecting, using, consuming, or even pursuing a product. According to Swastha and Irawan (in Suradi et al., 2012), a person's propensity to purchase products and services is influenced by their sentiments and emotions. Depending on your level of contentment with your purchase, your propensity may fluctuate (Satria, 2017).

Customers will decide to buy a product after becoming aware of it and deciding to do so. The aesthetic appeal of a product may influence consumer purchasing decisions. Customers are more likely to purchase a product with additional benefits. Choosing what to purchase is essential. Numerous factors may influence the decisions of consumers. Businesses must have a strategy to persuade consumers to purchase their products (Swastha & Irawan, 2013) (Putri Sari, 2020).

Theory from Tan and Tan (2005), the capacity of a company to monitor and adapt to its external and internal business environments is crucial to its success. The results of the study (O'Regan, Martin, & Gallear, 2008) indicate that an internal and external examination of a company can provide suggestions for implementing business strategies in order to achieve organizational objectives (Mayang et al., n.d.).
Prior research has been done on marketing strategies in the context of retail organizations.(Wijaya & Sari, 2021),(Jurnal & Tahun, 2014),(*STRATEGI PEMASARAN PRODUK SEPATU MENGGUNAKAN METODE ANALISIS SWOT DENGAN MATRIK IFAS DAN EFAS DI PT. BAGOES TJIPTA KARYA (1) Achmad Syafa'at, (2) Abdul Wahid (1) (2) ProdiTeknik Industri-Fakultas Teknik-Universitas Yudharta Pasuruan*, n.d.). (Hidayatullah et al., n.d.),(Aprilia et al., n.d.),(Aysca Fakhira et al., n.d.),(Abhista et al., n.d.),(Indrayudi et al., n.d.)

The shop's monthly sales volume fluctuates, peaking in June at Rp. 285,000,000 and dipping to Rp. 248,000,000,000 in February. This is supported by prior research on Mutiara Mart Rowotengah sales. June was the month with the highest sales, and income began to increase again. According to the findings of a previous study, the Company's challenges are related to analogous competitors, and as far as the author is aware, there is no marketing plan at the top self-service locations in East Jakarta. To reduce business hazards and ensure consistent performance, researchers attempt to understand the internal and external components of competing organizations. According to previous research, the issue is a decline in sales and client interest due to the ineffectiveness of the marketing strategy. Consequently, we are interested in research on marketing strategies that encourage consumers to make purchases.

Literature review

Theory from Yunus (2016), strategy is the organization, planning, directing, and management of decisions and activities associated with an organization's strategy.

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Advances in Transportation and Logistics Research
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Theory from Kotler and Keller (2009), marketing is a social and management process that requires individuals or organizations to achieve their objectives and learn how to sell, provide, or develop products or services that are beneficial to others.

Theory from to Assauri (2013: 15), a marketing strategy is a collection of goals, objectives, policies, and rules that serve to periodically direct a company's marketing efforts at every level, allocation, and reference, especially in response to a competitive environment and constantly changing circumstances (Genting & Berkah Jaya, n.d.).
Companies are required to conduct a SWOT analysis to evaluate their strengths, weaknesses, opportunities, and threats. This research is predicated on a logic that attempts to maximize advantages and strengths while minimizing disadvantages and risks (Rangkuti, 2016: 19). Analysis of strengths, weaknesses, opportunities, and threats (SWOT) is a systematic technique for identifying several factors that can be utilized to develop corporate strategy.

The SWOT matrix is a technique for compiling a company's strategic factors. According to (citing Rangkuti, 2009: 31), this matrix may reveal how the company's external opportunities and threats are adapted to its strengths and constraints (Malonda & Moniharapon, 2019).

Due to the emphasis on marketing strategy in the research, a SWOT analysis is conducted to determine the optimal course of action. In this regard, Suyotno's (2014) definition of SWOT analysis as "the systematic identification of various factors in order to form a business strategy" is accurate.

Using the appropriate marketing mix policies, it is possible to revise the various strategies at the strategic functional level. Due to the fact that certain strategies are the result of the convergence of multiple internal and external environmental factors, the analysis at the stage of creating the SWOT matrix is not yet precise. Finding a company-wide strategy in this situation requires additional research. (2011) Keller & Kotler (Mel et al., 2023).

According to Rangkuti (2008), SWOT analysis is a structured process of identifying different factors in order to formulate company strategy. This analysis process is based on logic which aims to optimize strengths and opportunities, while simultaneously minimizing weaknesses and threats. Meanwhile, Pearce and Robinson (2007) describe SWOT analysis as a historically known technique by which managers can quickly form a general picture of a company's strategic situation. This analysis assumes that effective strategy is the result of a good match between a company's internal resources and its external conditions. To explain in more detail:

Strengths: Strengths are capabilities that can be controlled by a company. These are resources or capabilities that give a company a competitive advantage compared to its competitors in an effort to win the market.

Weaknesses: According to Pearce and Robinson (2007), weaknesses refer to limitations or deficiencies in one or more company resources or capabilities that hinder the company's ability to meet customer needs.

Opportunities: Opportunities are favorable situations in the company's external environment. Opportunities can come from various factors, including political, economic aspects (such as government regulations and inflation rates), or socio-cultural factors (such as trends and lifestyle changes) (Dwi et al., n.d.).

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SWOT analysis is defined by Kotler and Armstrong (2008) as a comprehensive evaluation of the company's overall strengths (Strengths), vulnerabilities (vulnerabilities), opportunities (Opportunities), and threats (Threats). The following factors include the assets, vulnerabilities, opportunities, and threats:

1. Strengths
Include internal resource capabilities and environmental factors that may be advantageous to the organization.
serve customers and achieve goals.
2. Weaknesses
consists of internal and external obstacles that a business may confront.
3. Opportunities
Utilises advantageous characteristics of the external environment to the company's advantage.
4. Threats
Comprises aspects of the firm's unfavorable external environment that present performance challenges.

Previous research assists our research to look for strengths, weaknesses, opportunities, and threats. to help find relevant SWOTs in our journal, and below are examples of previous research (Jihad Akbar & Fitriani Nur Maghfiroh, 2022),(Manajemen & Keuangan, n.d.),(Ridwan & Hanafiah, 2021)

Research method

In this investigation, only qualitative data were utilized. Noor (2014) defines quantitative data as information expressed in meaningful terms or numbers. This research used field notes and interviews to acquire qualitative data. The data is then collected, evaluated, and interpreted based on the collected data.

This study employed both interviewing and observational methods of data collection. The data for this study were collected using a SWOT analysis and interviews with relevant stakeholders. This investigation utilized a SWOT analysis to evaluate the project's or business idea's strengths, weaknesses, opportunities, and threats. Analysis of strengths, weaknesses, opportunities, and threats (SWOT) is a comprehensive technique for identifying a number of factors in order to establish a company's strategy. The four components of the acronym SWOT represent the internal and external environments of the business world, which consist of strengths and vulnerabilities (Rangkuti, 2008) (Syah et al., 2021).

Results and discussion

Interview results with Mr. Baron, a manager, Mr. Muhajirin, a supervisor, and Mr. Bambang, an operational supervisor, conducted by Tip Top, head of warehouse.

We evaluate the relevance of internal business issues using the IFE matrix. Based on ratings and weights, the IFE matrix represents the internal business situation in terms of strengths and weaknesses.

The EFE matrix is utilized to determine the influence of external factors on the organization. Based on its grade and weighting, the EFE matrix exposes the condition of the company's

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potential and threats.

Table 1. IFE Matrix Analysis Results

NO	STRENGTH	WEIGHT	RATINGS	SCORE
1	Located in a densely populated area	0.2	4	0.8
2	Lots of discounts	0.3	4	1,2
3	The company has a big commitment and responsibility	0.1	4	0.4
4	Fast cashier service	0.2	4	0.8
5	Have an adequate food cart	0.1	3	0.3
6	get shopping vouchers	0.1	4	0.4
	TOTAL	**1.0**		**3.9**

NO	WEAKNESS	WEIGHT	RATINGS	SCORE
1	Lack of development of employee skills in facing competition	0.2	2	0.4
2	Lack of communication within the department	0.2	4	0.8
3	The number of cashiers is not balanced with buyers	0.3	3	0.9
4	Limited product line	0.1	3	0.3
5	Lack of promotion	0.1	2	0.2
6	Prices are less affordable	0.1	2	0.2
	TOTAL	**1.0**		**2.8**
	TOTAL IFE			**6,7**

ISSN: 2622-5778 (online)
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http://proceedings.itltrisakti.ac.id/index.php/altr

Table 2. EFE Matrix Analysis Results

NO	OPPORTUNITY	WEIGHT	RATINGS	SCORE
1	Technological advances that Tip Top can utilize to improve service	0.2	3	0.6
2	Carry out marketing through print and electronic media	0.1	2	0.2
3	Opportunity to dominate the market	0.2	4	0.8
4	The increasing population growth continues to grow	0.1	2	0.2
5	Decline of major competitors	0.3	4	1,2
6	Located on the main road	0.1	2	0.2
	TOTAL	**1.0**		**3,2**

NO	THREAT	WEIGHT	RATINGS	SCORE
1	Many retail companies are emerging	0.3	2	0.6
2	The price of the products offered is almost the same as competitors	0.2	2	0.4
3	There are many variants of goods owned by competitors	0.1	2	0.2
4	Economic uncertainty that can affect customer purchasing power	0.4	4	1.6
	TOTAL	**1.0**		**2.8**
	TOTAL EFFECT			**6.0**

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Table 3. SWOT Quadrant Diagram Analysis Results

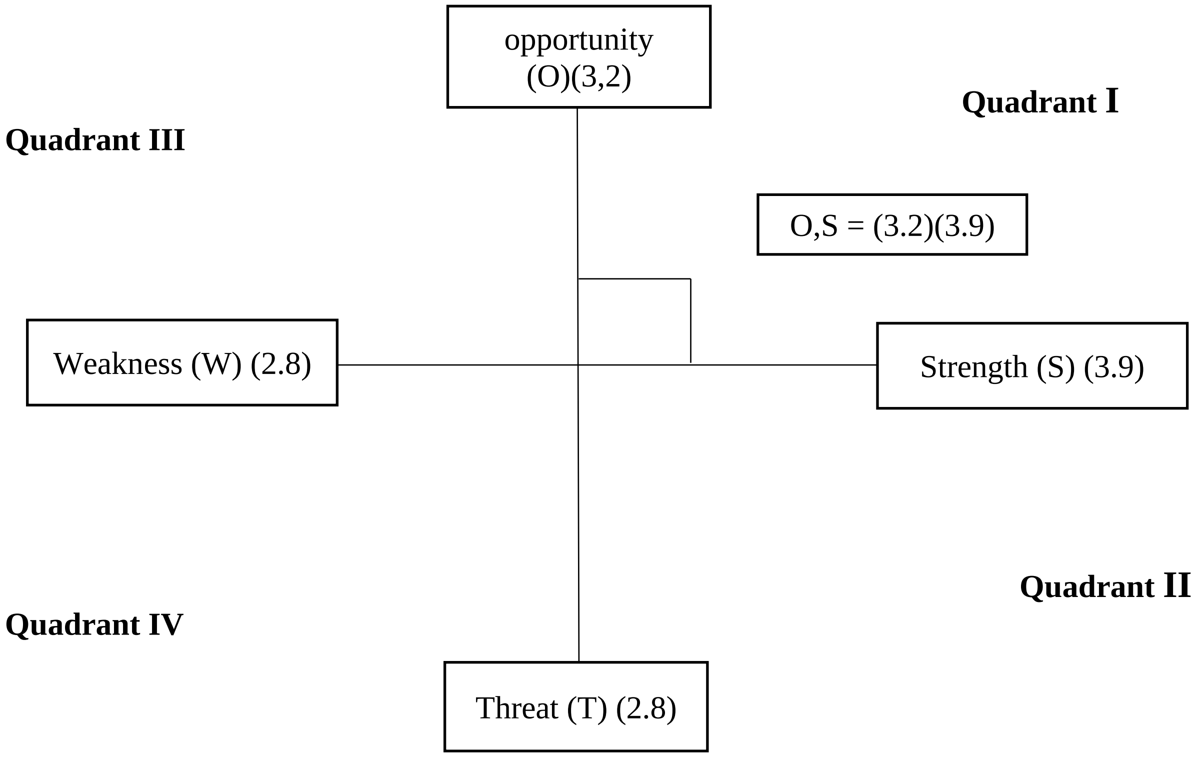

Table 4. SWOT Matrix Analysis Results

INTERNAL FACTORS EXTERNAL FACTORS	STRENGTHS (S)	WEAKNESS (W)
	1. Located in a densely populated area 2. Lots of discounts 3. The company has great commitment and responsibility 4. Fast cashier service 5. Have an adequate food cart 6. Get a shopping voucher	1. Lack of development of employee skills in facing competition 2. Lack of communication within the department 3. The number of cashiers is not balanced with buyers 4. Limited product line 5. Lack of promotion 6. Prices are less affordable

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http://proceedings.itltrisakti.ac.id/index.php/altr

OPPORTUNITY (O)	STRATEGY (SO)	STRATEGY (WO)
1. Technological advances that Tip Top can utilize to improve service 2. Carry out marketing through print and electronic media 3. Opportunity to dominate the market 4. Increasing population growth which continues to grow 5. Decline of major competitors 6. Located on the main road	1.3 Being in a densely populated area can dominate the market 2.2 advertise discounted products through electronic media 3.1 technological sophistication that can be utilized by the Company to attract the attention of the public 6.4 attracts buyers' attention by getting vouchers and products after shopping	1.1 develop employee skills with technological advances 3.1 increase the number of employees to improve service 5.2 carry out online and offline promotions 6.5 optimize the price of the Company's products
THREAT (T)	STRATEGY (ST)	STRATEGY (WT)
1. Many retail companies are emerging 2. The price of the product offered is almost the same as competitors 3. There are many variations of goods owned by competitors 4. Economic uncertainty that can affect customer purchasing power	1.1 innovates differently from other retail companies 2.2 carry out scaled price checks to compete with other retail companies 6.4 expand discount information to reach customers	5.2 provides attractive promotions to customers 1.1 provides awards to employees who excel to improve employee skills 2.1 Utilise social media as a distinctive and engaging advertising instrument.

Leveraging Internal Strengths and Addressing Weaknesses (IFE):
When an organization possesses internal strengths such as a strong brand, abundant resources, or innovative products, these can influence marketing strategy by highlighting these competitive advantages in marketing messages and campaigns.
Conversely, if there are internal weaknesses, like resource constraints or infrastructure limitations, the marketing strategy may need to accommodate these constraints and find ways to overcome them.

Capitalizing on External Opportunities and Mitigating Threats (EFE):
External opportunities, such as shifts in market trends or government policies favoring specific products or services, can influence target market selection and product positioning.
External threats, such as heightened competition or unfavorable regulatory changes, may compel the company to adapt its marketing strategy to maintain competitiveness. The IFE and EFE analyses aid in identifying optimal market segments, leveraging internal strengths and external opportunities.

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http://proceedings.itltrisakti.ac.id/index.php/altr

IFE Matrix Analysis Results

Table 1 demonstrates that the self-service Tip Top's score of 0.8 indicates that its location in a densely populated area is advantageous. With a score of 1.2, many discounts emerges in second place. The business placed third with a score of 0.4 and demonstrated a high level of commitment and responsibility. With a score of 0.8, fast teller service is positioned in fourth place. With a score of 0.3, having an adequate food court is ranked fifth. And the final order is awarded a score of 0.40 and a shopping ticket. However, with a score of 0.4, the most significant deficiency is the underdevelopment of staff competitiveness skills. The department's inadequate communication comes in second with a score of 0.8. Third place, with a score of 0.9, is the fact that there are fewer buyers than cashiers. A limited product selection ranks fourth with a score of 0.3. The absence of promotion ranked fifth with a score of 0. With a score of 0.2, the least affordable prices are ranked last. Your total score is thus 6,7, and your strength factor is 3,9, which is greater than your frailty factor, which is 2.8.

EFE Matrix Analysis Results

Table 2 demonstrates that with a score of 0.6, Tip Top self-service opportunities represent technological advancements that can be utilised to improve service. Marketing via print and electronic media ranks second with a score of 0.2. The possibility of market dominance ranks third with a score of 0.8. Population growth that is still increasing ranks fourth with a score of 0.2. The main competitor's decrease ranks second with a score of 1.2. And the last location, with a score of 0.2, is on the main road. With a score of 0.6, the threat, or the number of retail businesses developing, is now in the lead. The provided product's pricing is ranked second-to-last among competitors with a score of 0.4. Third place was awarded to the number of product versions held by competitors, which received a score of 0.2. Last, with a score of 1.6, is economic uncertainty, which may affect consumer purchasing power. Your aggregate score is therefore 6, and your opportunity factor is higher than your threat factor, which is merely 2.8.

SWOT Quadrant Diagram Analysis Results

The self-service Tip Top position point is shown in quadrant I of Table 3's SWOT analysis diagram. Due to its resilience, the self-service Tip Top is well-positioned to exploit opportunities in Quadrant I. This circumstance encourages growth-oriented policies that promote rapid expansion. Therefore, it is not entirely ruled out that Tip Top Self Service could increase its market share through the numerous promotions it can offer.

SWOT Matrix Analysis Results for SO Strategy

to observe how authority is used to grasp opportunities Tip Top Premier supermarkets may develop a marketing strategy for their business. Being in a densely populated area can help a business dominate the market, promote discounted products through electronic media, and attract consumers with advanced technology. Community, and attract consumers' attention by providing them with merchandise and discount coupons upon purchase.

SWOT Matrix Analysis Results for WO Strategy

The strengths and weaknesses of Tip Top supermarkets can be used to develop strategies to reduce existing weaknesses so that the business can capitalise on strengths and select marketing strategies by enhancing employee technological skills, hiring more staff to improve service, conducting online and offline promotions, and optimising company product prices.

SWOT Matrix Analysis Results for ST Strategy

By creating innovations that are distinct from those of other retail companies, undertaking scale price checks to compete with other retail companies, and expanding discount information to

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customers, Tip Top supermarkets use their strengths to fend off any potential threat.

SWOT Matrix Analysis Results for WT Strategy
By providing customers with enticing promotions, rewarding employees for their accomplishments to improve employee skills, and utilising social media as a creative and engaging promotional tool, Tip Top can mitigate its internal vulnerabilities and repel external threats.

Conclusion

According to the SWOT analysis, the location of the self-service Tip Top in the first quadrant indicates that the company should pursue an aggressive/growth strategy. IFE internal factors and EFE external factors yielded scores of 7.1 for strengths and opportunities, 6.7 for strengths and treats, 6.0 for weaknesses and opportunities, and 5.6 for weaknesses and treats. The most effective strategy is SO, which requires being in a densely populated area to dominate the market, promoting discounted goods through electronic media, utilising cutting-edge technology that the company can use to attract public attention, and capturing customers' attention by providing coupons and goods after a purchase. The author believes that the study still contains significant defects, and she suggests conducting additional research to evaluate the marketing methods that were the subject of this study.

Implications

The results of this research can help provide a major contribution, namely based on research findings several practical implications that can provide guidance and recommendations regarding strategies for practitioners.

Suggestion

1. Review your business goals and vision. Make sure you have a clear understanding of your long-term goals and business vision. The marketing strategy must be in line with the company's growth goals, identifying the right target market to understand well who the company's target market is so that the company can learn from the company's successes and failures.

2. Update the Marketing Plan by reviewing the company's marketing plan. Make sure it includes concrete growth strategies, such as new product development, expansion into new markets, or increasing market share. Use data and analytics
Leverage data and analytics to understand customer behavior and market trends from marketing efforts. This can help companies make informed decisions. An efficient marketing strategy can help manage costs better. For example, by focusing on the most profitable market segments or by utilizing efficient online marketing platforms.

3. Develop Strategic Alliances so that the company considers partnering with other businesses that can benefit each other. Strategic alliances can help in expanding the customer base and marketing joint products, measure and evaluate performance, set clear performance metrics and continuously evaluate the company's marketing strategy. If something isn't working, don't hesitate to adjust and try something different. because a unique and effective marketing strategy can provide a competitive advantage in the market. This can make a business more attractive to customers compared to competitors.

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Research limitations

1. Due to the busy activities of the informants, there was little interview time and the informants discussed more internally, so the information obtained was still limited.

2. This research only examines marketing strategies at tip-top supermarkets.

3. Limited data obtained in the research which makes this research less than optimal.

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