

ABSTRAK

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Strategi Pemasaran Melalui Analisis SWOT Pada Usaha Penginapan
Guest House Jangga House.

Penelitian ini dilakukan di *Guest House Jangga House*, untuk menentukan strategi pemasaran dan mengetahui faktor internal dan eksternal dari *Guest House Jangga House* guna membantu meningkatkan daya saing. Melalui analisis SWOT, maka didapatkan beberapa alternatif strategi yaitu meningkatkan kualitas pelayanan terhadap pelanggan tetap, memberikan promosi harga melalui *platform digital*, memberikan penawaran menarik bagi pelanggan baru dan menjaga hubungan baik dengan pelanggan tetap, meningkatkan kerjasama dengan *platform digital* lainnya, peningkatan kerjasama dengan instansi-instansi, meningkatkan fasilitas yang *out of date*, meningkatkan daya saing melalui memperbanyak jumlah kamar, meningkatkan kualitas SDM dengan memberikan pelatihan-pelatihan. Melalui Matriks QSPM diperoleh nilai TAS tertinggi (6,84) adalah meningkatkan kualitas pelayanan terhadap pelanggan tetap, yang dimana strategi tersebut menjadi strategi utama bagi *Guest House Jangga House*.

Kata Kunci: Strategi Pemasaran, SWOT, QSPM

ABSTRACT

Giofani Eveline Sarah Manalu, International Marketing Management, Marketing Strategy Through SWOT Analysis In Guest House Jangga House Business.

This research was conducted at the Guest House Jangga House, to determine the marketing strategy and discover the internal and external factors that affect Jangga House Guest House to help improve competitiveness. Through a SWOT analysis, then obtained several alternative strategies, namely improving the quality of service to regular customers, providing price promotions through digital platforms, providing attractive offers for new customers and maintaining good relationships with regular customers, increasing cooperation with other digital platforms, increasing cooperation with agencies- agencies, improving out of date facilities, increasing competitiveness through increasing the number of rooms, improving the quality of human resources by providing trainings. Through the QSPM Matrix, the highest TAS value is obtained (6,84), which is to improve the quality of service to regular customers, which is the main strategy for Jangga House Guest House.

Keywords: Marketing Strategy, IFAS, EFAS, SWOT, QSPM

