

Marketing Strategy Preparation Case Study On CV. Gapura Creative Engineering

Anang Priyadi¹, Nur Wening²

^{1,2} Universitas Teknologi Yogyakarta, Indonesia Email:

anang18053491@gmail.com¹, weninguty@gmail.com²

Inputed : July 14, 2024
Accepted: August 22, 2024

Revised : August 15, 2024
Published : August 27, 2024

ABSTRACT

This research aims to formulate an effective marketing strategy for CV. Gapura Creative Engineering through a qualitative approach. Intense competition, dynamic customer needs, and rapid technological developments require the company to formulate innovative and adaptive marketing strategies. The research methodology includes in-depth interviews with relevant parties with 5 respondents, direct observation, and document analysis to comprehensively understand the company's marketing situation. SWOT analysis was used to identify the strengths, weaknesses, opportunities, and threats facing the company. The results show that the company's main strengths lie in product quality and good reputation, while weaknesses include limitations in digital marketing and distribution. Opportunities that can be capitalized on include the growth of the digital market and strategic partnerships, while threats include intense competition and rapidly changing market trends. Based on these findings, suggested marketing strategies include increasing brand awareness through more aggressive digital campaigns, optimizing the use of social media, and developing more innovative products in line with market trends. The implementation of these strategies is expected to increase the competitiveness of CV. Gapura Creative Engineering, expand market share, and support sustainable growth. This research provides valuable insights for the preparation of a more effective and targeted marketing strategy for the company.

Keywords: *Marketing Strategy, Marketing Campaign, SWOT Analysis*

INTRODUCTION

Marketing strategy is one of the main keys for companies to survive and thrive in the era of globalization and business competition (Suharto, 202). Companies are not only required to create quality products or services, but must also be able to promote and distribute them effectively to the intended market (Sudirjo, 2023). This requires a deep understanding of consumer behavior, market trends, and the ever-changing development of digital technology (Suhairi, 2024). CV. Gapura Creative Engineering is a company engaged in the production services of laundry machines and engineering MSME machines located at Jl. Sri Jaya 14, Rejomulyo, Kartoharjo, Madiun City, East Java. The company has been established for 11 years precisely in 2014 and has handled large and small scale projects. However, in recent years, the company has experienced a decline in performance and is facing increasingly fierce competition from similar companies.

CV. Gapura Creative Engineering, which is engaged in the production of laundry machines and engineering machines for MSMEs, faces challenges in expanding the market and increasing product penetration in the small and medium industrial sector. Intense competition, dynamic customer needs, and rapid technological developments



Creative Commons Attribution-ShareAlike 4.0 International License:
<https://creativecommons.org/licenses/by-sa/4.0/>

require the company to formulate innovative and adaptive marketing strategies. This research will explore the process of developing a targeted marketing strategy, identify the challenges faced, and analyze the effectiveness of the strategy in increasing the company's competitiveness in the local and national markets. The company needs to have an effective and innovative marketing strategy to be able to increase its competitiveness in an ever-changing and growing market. According to Philip Kotler, a leading marketing expert (2016), "Marketing is not just sales and advertising, but a complex and integrated business process that aims to create value for customers." This emphasizes the importance of a holistic and customer-oriented marketing strategy for every company. Increasing the competitiveness of companies through marketing strategies is important, considering that companies must be able to attract consumer interest, retain existing customers, and face competition from their competitors (Abidin, 2023).

SMEs should continue to invest in digital technologies such as e-commerce, inventory management systems, and online communication platforms to improve operational efficiency and market reach. In addition, developing employees' digital skills and online marketing capabilities is essential to prepare the workforce to face future challenges and capitalize on digital opportunities (Satrio, dkk., 2024). With the right marketing strategy, it is hoped that CV. Gapura Creative Engineering can expand market share, increase sales, and increase company profits. The main problem faced by CV. Gapura Creative Engineering is the lack of an effective marketing strategy. The company still relies on traditional marketing methods that do not reach a wider market. In addition, the company also faces obstacles in building brand image and maintaining customer loyalty. Building a strong brand is key to creating a sustainable competitive advantage, a good marketing strategy should also consider aspects of branding and building customer loyalty (Amelia, 2024). Therefore, the preparation of the right marketing strategy is an urgent need for CV. Gapura Creative Engineering. A good marketing strategy can help companies increase competitiveness, expand market share, and improve brand image and customer loyalty.

Effective promotion must consider the psychological and emotional factors of consumers, and utilize information technology to reach the target market more effectively (Andirwan, 2023). Promotion also plays an important role in introducing the company's products and services to the market (Ilmi, 2023). The right promotional strategy can help companies build a good image in the eyes of consumers, increase brand awareness, and ultimately increase sales. CV. Gapura Creative Engineering as one of the laundry machine manufacturers in Madiun City needs to understand and manage the factors that influence the marketing of its products. By identifying the influence of operational performance, product quality, and promotion on laundry machine marketing, CV. Gapura Creative Engineering can formulate more effective and efficient marketing strategies to increase sales and expand market share. successful marketing not only focuses on selling products, but also pays attention to customer satisfaction, brand loyalty, and building long-term relationships with customers. product marketing is not just about selling products, but also involves market research, product planning, pricing, promotion, and distribution. Experts state that product marketing is not only about creating value for consumers, but also for the company itself by building long-term relationships with customers. With this holistic product marketing approach, the company is expected to create value for all parties involved, namely customers, companies, and society as a whole. In this context, this research aims to develop a marketing strategy that can help CV. Gapura Creative Engineering in improving its competitiveness. This research will involve an in-depth analysis of various internal and

external factors of the company, as well as identifying appropriate marketing strategies according to the current conditions of the company and the market. It is expected that the results of this research can make a positive contribution to the company in facing the challenges of a dynamic and competitive market.

METHOD

This research used a descriptive qualitative approach, because the problem relates to humans who fundamentally depend on observing and also ongoing events in the current conditions. This method is used to find an overview of the right marketing strategy for the CV company. Gapura Creative Enginnering Madiun, so that it can win the competition and create the goals of the company. There are 5 respondents in this study, namely the founder and owner as decision makers and business people in CV. Gapura Cretaiive Enginnering. The data analysis method used in this research is the SWOT analysis method. SWOT analysis is a strategic planning tool used to evaluate Strengths, Weaknesses, Opportunities, and Threats in an organization or project. This analysis helps identify internal and external factors that affect the organization's ability to achieve goals.

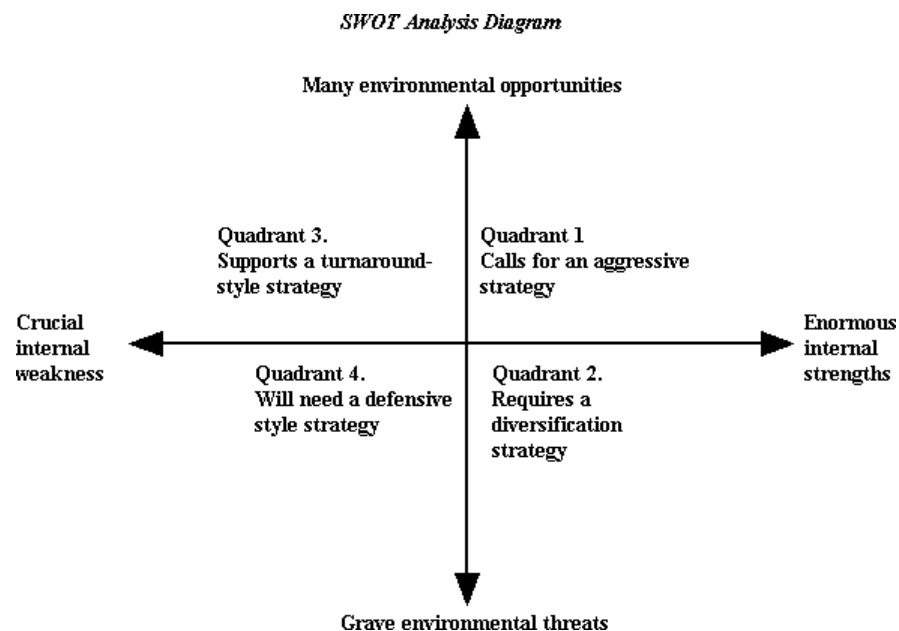


Figure 1. SWOT diagram

RESULTS AND DISCUSSION

Results

The IFE (Internal Factor Evaluation) matrix is a strategic analysis tool used to evaluate the impact of internal factors on company performance (Hendarsih, 2022). This tool allows a company to identify and assess internal elements that affect its competitive position, both in terms of strengths and weaknesses. The evaluation process begins with the identification of relevant internal factors, such as resources, capabilities, processes, and organizational structure. Each factor is assigned a weight that reflects its level of importance, as well as a rating that assesses the extent to which the company is managing the factor effectively. The combination of weight and rating results in a total score that provides a comprehensive picture of the company's internal

condition (Anindya, 2023). This score helps management understand the contribution of internal factors to company performance and identify areas that require improvement or strengthening. The company can formulate a more focused strategy to maximize existing strengths and address weaknesses that may hinder growth (Jannah, 2024). The IFE matrix supports companies in adjusting operational strategies and strategic planning based on in-depth analysis of internal factors, thereby improving the quality of decision making. Based on SWOT analysis at CV. Gapura Creative Engineering, the company has key strengths such as strong brand equity, solid financial and technological resources, and competent human resources. The following table shows the results of the calculation of the weight of internal and external factors as follows:

Table 1. Internal and External Factors

	Variable	Factor	Weight	Rating	Score
Internal	Strengths	1. Brand Equity	2	3	6
		2. Financial Resources	2	3	6
		3. Technological Capabilities	2	3	6
		4. Human Resources	2	3	6
		5. Operational Efficiency	1	4	4
		6. Customer Loyalty	1	2	2
		Total	10	18	30
	Weaknesses	1. Limited Financial Resources	2	2	4
		2. Outdated Technology	2	3	6
		3. Lack of Expertise	2	1	2
		4. Poor Brand Image	2	3	3
		5. Inefficient Processes	1	1	1
		6. High Employee Turnover	1	2	2
		Total	10	12	18
Eksternal	Opportunities	1. Market Growth	2	3	6
		2. Technological Advancements	2	3	6
		3. Regulatory Changes	2	3	6
		4. Consumer Trends	2	3	6
		5. Globalization	1	3	3
		6. Partnership Opportunities	1	3	3
		Total	10	19	32
	Threats	1. Intense Competition	2	3	6
		2. Economic Downturn	2	3	6
		3. Regulatory Challenges	2	2	4
		4. Technological Disruption	1	2	2
		5. Supply Chain Issues	1	2	2
		6. Environmental Risks	1	2	2
		Total	10	14	22

Based on the SWOT analysis of CV. Gapura Creative Engineering, the company has key strengths that include strong brand equity, solid financial and technological resources, and competent human resources. Operational efficiency is also one of the company's advantages, although customer loyalty still needs to be improved. With a total strength score of 30, CV. Gapura Creative Engineering has a strong foundation to face market challenges. However, the company also faces several weaknesses, such as limited financial resources, outdated technology, lack of expertise, weak brand image,

inefficient processes, and high employee turnover rates. These weaknesses total a score of 18, indicating areas that require improvement. The company can take advantage of various opportunities that exist in the market, such as market growth, technological advancements, regulatory changes, consumer trends, globalization, and partnership opportunities. The total opportunities reach a score of 32, indicating significant growth prospects. However, threats such as intense competition, economic downturn, regulatory challenges, technological disruption, supply chain issues, and environmental risks need to be anticipated. The total threats reached a score of 22, indicating a risk that needs to be faced with the right strategy. This position indicates that CV. Gapura Creative Engineering is a strong organization and has the opportunity to continue to grow. The strategy recommendation given is an aggressive strategy, which indicates that the organization is in prime and steady condition so that it is possible to expand, enlarge growth, and achieve maximum progress. This aggressive strategy may include product diversification, penetration of new markets, and increased investment in technology and innovation. By capitalizing on existing strengths and opportunities, the company can strengthen its position in the market and overcome threats and weaknesses that may hinder growth. CV. Gapura Creative Engineering has strengths and opportunities that can be optimized to overcome weaknesses and threats. An effective marketing strategy should focus on improving brand image, updating technology, and developing expertise, as well as capitalizing on market growth and technological advances. By implementing the right strategy, the company can achieve sustainable growth and increase competitiveness in the market. This aggressive strategy can also strengthen the company's ability to adapt to market changes and maximize the available growth potential. Thus, CV. Gapura Creative Engineering is in a favorable position to achieve long-term goals and business sustainability.

Based on the results of the SWOT analysis, the X and Y analysis calculations and graphs are as follows:

$$\begin{aligned} (x,y) &= \frac{s - w}{2} ; \frac{o - t}{2} \\ &= \frac{30 - 18}{2} ; \frac{30 - 22}{2} \\ &= 6 ; 4 \end{aligned}$$

Based on the above calculations, the x and y SWOT analysis graph is as follows:

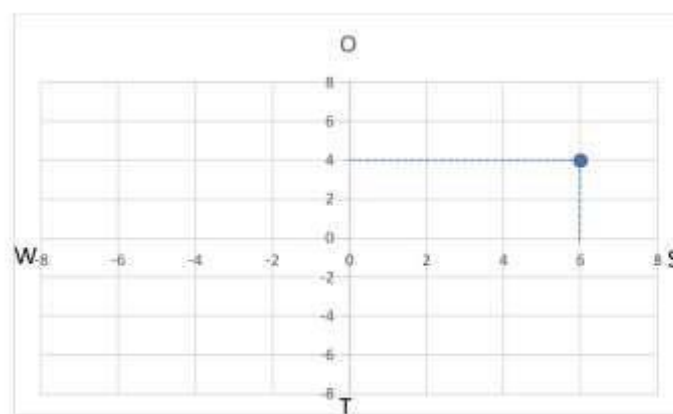


Figure 2. SWOT Analysis Graph

Based on the SWOT graph analysis above, the marketing strategy at CV. Gapura Creative Engineering. Being in Quadrant 1 position, namely the company faces enormous opportunities and has a favorable situation. The company has opportunities and strengths so that it can take advantage of existing opportunities, the strategy applied in this condition is to support aggressive growth policies.

Discussion

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats (Puyt, 2023). SWOT analysis serves to identify key issues and assist in the formulation of organizational strategies. This analysis involves systematically identifying various factors to formulate a company strategy by maximizing strengths and opportunities, and reducing weaknesses and threats (Wilson, 2023). The strategic decision-making process is always related to the development of the company's mission, goals, strategies, and policies, so strategic planning needs to analyze strategic factors such as strengths, weaknesses, opportunities, and existing threats (Dewi, 2023). Strengths and weaknesses are usually internal to the organization, while opportunities and threats are external factors. Thus, SWOT analysis becomes an effective tool in strategic planning, because it allows companies to maximize strengths and opportunities while minimizing weaknesses and facing threats (Kusumaningrum, 2024). SWOT analysis is a tool used to assess the internal and external factors that affect a company's position in the market (Kotler, 2009). This method helps in identifying the company's advantages, such as competitive advantages, resources, or capabilities that provide added value. In addition, this analysis also serves to determine existing weaknesses, such as deficiencies in processes, skills, or resources that may negatively impact performance. This approach requires an in-depth evaluation of opportunities that may arise from market changes, technological developments, or government policies that can be capitalized on. In addition, companies must also consider threats from external factors such as intense competition, changes in the economy, or regulatory barriers that could affect company operations. By using SWOT analysis, companies can gain a thorough understanding of the internal and external conditions that affect performance (Prastiyas, 2024). This technique allows management to design effective strategies by capitalizing on strengths, overcoming existing weaknesses, taking advantage of available opportunities, and managing threats that may arise. Therefore, SWOT analysis provides a strong basis for strategic planning and decision-making, which in turn can increase the competitiveness and success of the company in the market.

SWOT analysis helps in identifying inefficiencies in the use of resources, evaluating market opportunities, and anticipating future external threats. SWOT analysis is a basic method that is useful for understanding various topics and problems from four different perspectives (King, 2023). The results of this analysis are strategic recommendations that aim to maintain or enhance existing strengths and opportunities, as well as reduce weaknesses and avoid threats. Thus, SWOT analysis provides a solid foundation for the development of more effective and adaptive strategies (Djemma, 2024). CV. Gapura Creative Engineering, operating in Madiun City, has built a strong reputation as a leader in the laundry machine manufacturing industry, thanks to strategic and effective management. The company's brand equity, which is the value of the brand reflected in reputation and customer trust, has been strengthened through high quality products and consistent innovation. This strong brand makes it easier for CV. Gapura to enter new markets and retain loyal customers. Financial resources play an important role in the company's success.

Technology improves product competitiveness and meets market demands for more sustainable solutions. On the other hand, the quality of human resources at CV. Gapura contributes greatly to success, with high skills, ensuring each machine is assembled with precision and meets strict quality standards. Skilled and experienced employees play a crucial role in maintaining product quality and facing production challenges (Monica, 2023). Operational efficiency is also a key factor in managing production costs and time (Santoso, 2024). High customer loyalty is the result of satisfaction with the quality of products and services provided. Satisfied customers often recommend CV. Gapura products to others, which not only strengthens the customer base but also supports company growth through positive referrals. By managing each of these elements effectively, CV. Gapura Creative Engineering manages to strengthen its position in the market and achieve sustainable success. CV. Gapura Creative Engineering, based in Madiun City, has managed to build a solid reputation as a leader in the laundry machine manufacturing industry thanks to effective strategy implementation and planned management. Significant market growth provided the impetus for the company to continuously innovate and increase production capacity. Regulatory changes relating to energy efficiency and environmental impact have also had a significant impact on CV. Gapura's operations. With increasingly stringent regulations governing these aspects, companies must ensure that their products meet the set standards. Adapting to these regulatory changes is done by implementing environmentally friendly technologies, thereby reducing the risk of non-compliance and enhancing the company's reputation in the eyes of customers and stakeholders. The consumer trend towards more energy-efficient and environmentally friendly products also affects CV. Gapura. To meet the preferences of consumers who increasingly prioritize sustainability, the company develops laundry machines that offer high energy efficiency and environmental benefits. Customer satisfaction with these trend-compliant products has a positive impact on their loyalty, which in turn strengthens the company's position in the market.

Based on SWOT analysis, CV. Gapura Creative Engineering is in quadrant 1, which indicates a strong position with great opportunities in the market. The strategy that can be taken is to utilize internal strengths to pursue existing opportunities. Increasing the marketing network is a very important strategy to improve the competitiveness and sales performance of a company (Munizu, 2024). Expanding marketing coverage not only aims to increase the number of sales, but also strengthen the product's position in a wider market (Aulia, 2024). This requires improving the quality and efficiency of the distribution network, which may not have been optimal so far. With these improvements, companies can ensure that products are always available and easily accessible to consumers in various locations. A strong and reliable distribution network ensures a good relationship between producers, distributors and consumers, allowing products to reach the market quickly and on time (Nwachukwu, 2023). In addition, expanding the marketing area can be done through cooperation with large and small traders, especially around the company's neighborhood. This cooperation not only increases sales volume but also strengthens relationships with local partners, thereby strengthening the company's presence in the market.

Customer service is a crucial strategy for achieving customer satisfaction and loyalty (Rane, 2023). Good service is not only related to the provision of high-quality products, but also to the way companies interact with their customers (Anggraeni, 2024). Positive and friendly interactions can make customers feel valued and cared for, which in turn can increase their trust and loyalty to the company. This strategy emphasizes the importance of personal and emotional relationships in business, where

customer satisfaction is prioritized to create a pleasant and memorable experience. Thus, improving service quality not only supports sales growth, but also helps build a positive reputation for the company in the eyes of consumers. Cooperation with government agencies is an important strategy that can strengthen a company's bargaining position in the market. This partnership provides many benefits, one of which is easy access to capital (Aji, 2023). The government often has programs that support business development, including in terms of lending capital with lighter terms than other financial institutions. In addition, this collaboration can also open up opportunities for companies to get more stable marketing land. Governments often require products and services from the private sector to support their development programs, thus providing a consistent market for companies. In this context, the government also has the responsibility to encourage micro, small, and medium enterprise (MSME) development programs that aim to improve people's quality of life. Therefore, cooperation with the government is not only beneficial for the company but can also have a positive impact on the wider community.

Improving the quality of human resources (HR) through training is also a key strategy in improving company performance (Ardiyansyah, 2023). With proper training, employees can develop skills and knowledge in accordance with their field of work. This training can be carried out in the form of informal training which includes theory and direct practice in the company environment. The form and type of training can be adjusted to the needs of the company and the skills that each employee wants to achieve (Gustiana, 2022). In addition, promotional and advertising activities play an important role in introducing products to the wider community, which is expected to expand the distribution space and marketing area (Maria, 2023). This strategy aims to increase consumer awareness of the company's products. One effective promotional method is to display product testimonials in events such as seminars or workshops, which can provide tangible evidence of the quality and benefits of the product. On the other hand, advertising through the currently popular internet media can be a very efficient tool. Digital platforms such as social media, websites, and online advertising allow companies to reach a wider and more targeted audience according to the target market (Sasikirana, 2024). By using these various channels, companies can increase product visibility, attract new consumers, and strengthen product positioning in the market. Competitive pricing is also a crucial strategy to deal with competition. Appropriate product pricing can have a significant impact on sales volume. When product prices are not much different from competitors, the likelihood of consumers choosing the company's products will increase. The right pricing strategy allows companies to attract consumers' attention by offering good value, without having to sacrifice profits excessively. Therefore, an in-depth market analysis is required to determine the optimal price, which considers production costs, competitors' prices, and consumer purchasing power. With strategic pricing, companies can increase product appeal and boost sales volume, ultimately supporting growth and success in a competitive market.

The utilization of more sophisticated technology can speed up and simplify the marketing process (Mashita, 2024). By adopting the latest technologies, such as marketing through digital platforms, companies can expand their market reach and increase the effectiveness of marketing strategies. Technology also plays a role in improving production efficiency, which contributes to reduced costs and increased productivity. The ability to keep up with the latest technological developments is crucial to maintaining competitiveness and maximizing company profits in today's digital era (Panjaitan, 2024). Controlling operational costs is also a very important strategy to

reduce unexpected expenses and optimize budget usage. Management needs to conduct thorough monitoring and evaluation of all expenses to identify potential cost leaks and take the necessary corrective measures. One aspect that requires special attention is daily labor, which can be a significant cost component. By implementing effective cost control and good managerial strategies, the company can ensure that every expenditure is done efficiently and within the set budget. This strategy supports the company's financial stability and improves overall operational efficiency, ensuring that resources are used optimally to support the company's growth and success.

CONCLUSIONS

Based on the results of calculations using the SWOT approach, it can be concluded that the position of CV. Gapura Creative Engineering is in quadrant 1 position so that it shows a favorable situation for the company to carry out an aggressive / growth strategy. Strategies that have the highest value are by improving quality services, expanding market share to support CV performance. Gapuran Creative Engineering, provide affordable taruf to retain customers and increase and add cooperation with work partners. After conducting the analysis, the author still feels a lot of shortcomings in conducting this research so that suggestions for further research to test the marketing strategies that have been analyzed in this study.

BIBLIOGRAPHY

- Abidin, M. Z. (2023). Analisis Strategi Pemasaran Azolla Frozen Food Bojonegoro Dalam Perspektif Etika Bisnis Islam. *Maisyatuna*, 4(2), 58-74. <https://doi.org/10.53958/Mt.V4i2.263>
- Aji, G., Febrianti, E., Karima, D. A., Iqbal, A. D., & Setiani, N. E. (2023). Analisis Strategi Pengembangan Bisnis Pada Pt Goto Gojek Tokopedia Untuk Pertumbuhan Jangka Panjang Pasca Ipo. *Gemilang: Jurnal Manajemen Dan Akuntansi*, 3(3), 49-59. <https://doi.org/10.56910/Gemilang.V3i3.606>
- Amelia, D., & Riofita, H. (2024). Berjalan Bersama Sukses: Strategi Pemasaran Produk Dengan Branding, Penentuan Harga, Dan Studi Kasusnya. *Esensi Pendidikan Inspiratif*, 6(2). <https://journalpedia.com/1/index.php/Epi/Article/View/1539>
- Andirwan, A., Asmilita, V., Zhafran, M., Syaiful, A., & Beddu, M. (2023). Strategi Pemasaran Digital: Inovasi Untuk Maksimalkan Penjualan Produk Konsumen Di Era Digital. *Jurnal Ilmiah Multidisiplin Amsir*, 2(1), 155-166. <https://doi.org/10.62861/jimat%20amsir.V2i1.405>
- Anggraeni, D., Putri, A. N. A., & Ananda, S. A. (2024). Kegiatan Pelatihan Enumerator Bagi Karyawan Dan Anggota Komunitas Dapur Remaja Di Depok. *Jurnal Informasi Pengabdian Masyarakat*, 2(2), 39-50. <https://doi.org/10.47861/jipm-Nalanda.V2i2.981>
- Anindya, J. P., Pradesa, H. A., Nugroho, A. B., & Wijayanti, R. (2023). Formulasi Strategi Pengembangan Bisnis Vaksin Virus (Studi Kasus Di Pt. Bio Farma Bandung). *Management Studies And Entrepreneurship Journal (Msej)*, 4(5), 5324-5337. <https://doi.org/10.37385/Msej.V4i5.2567>
- Ardiyansyah, I., Lestari, S. I., Harahap, M. R., Sasadila, M. E., & Riofita, H. (2023). Pengembangan Keterampilan Dan Kompetensi Sebagai Strategi Peningkatan Kualitas Sumber Daya Manusia. *Mufakat: Jurnal Ekonomi, Manajemen Dan Akuntansi*, 2(7), 59-68. <https://doi.org/10.572349/Mufakat.V2i7.1571>
- Aulia, R., Rizki, V. D., Falahi, A., Yuliana, Y., & Lubis, T. (2024). Strategi Pemasaran Untuk Meningkatkan Penjualan Di Percetakan Cv Citra Kota Medan: Hasil Kegiatan

- Kuliah Kerja Manajemen Mahasiswa Universitas Muslim Nusantara Medan. Darma Diksani: Jurnal Pengabdian Ilmu Pendidikan, Sosial, Dan Humaniora, 4(1), 69-77.
- Dewi, A. A. K., Samsudin, A., Hidayat, R., Sari, D., Destrina, I., Cornelia, M., & Netanya, S. A. (2023). Pengaruh Analisis Swot Terhadap Pengambilan Keputusan Pada Usaha Laundry Di Kalijudan Surabaya. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 4(5), 1263-1274. <https://doi.org/10.47467/Elmal.V4i5.2754>
- Djemma, S. A., Mukhtar, A., & Pratiwi, A. P. (2024). Mengintegrasikan Analisis Swot Dalam Manajemen Kinerja Organisasi: Pendekatan Strategis Dan Implementatif. *Journal Of International Multidisciplinary Research*, 2(6), 527-542. <https://doi.org/10.62504/Hn5xbm98>
- Gitosudarmo, Indriyo. (2001). *Manajemen Strategi*. Yogyakarta: Bpfe Yogyakarta.
- Gustiana, R., Hidayat, T., & Fauzi, A. (2022). Pelatihan Dan Pengembangan Sumber Daya Manusia (Suatu Kajian Literatur Review Ilmu Manajemen Sumber Daya Manusia). *Jurnal Ekonomi Manajemen Sistem Informasi*, 3(6), 657-666. <https://doi.org/10.31933/Jemsi.V3i6.1107>
- Hendarsih, I. (2022). Analisis Swot Matriks Ife Dan Efe Untuk Menentukan Strategi Pengembangan Pasar Pada Jasa Cv Zigzag Laserwork Semarang. *Jurnal Ekonomi Pembangunan Stie Muhammadiyah Palopo*, 8(2), 278-292. <http://dx.doi.org/10.35906/Jep.V8i2.1263>
- Ilmi, M., & Zulkarnain, C. A. (2023). Strategi Pemasaran Melalui Promosi, Harga Dan Kualitas Pelayanan Untuk Meningkatkan Kepuasan Konsumen Pada Pt Garuda Indonesia (Persero) Tbk. *Jurnal Ilmiah Manajemen Ekonomi Dan Akuntansi (Jimea)*, 1(1), 66-73. <https://doi.org/10.62017/Jimea.V1i1.93>
- Jannah, M., Faizah, A. N., Indraputri, A. J., Puspita, V. E., Hidayat, R., & Ikaningtyas, M. (2024). Pentingnya Analisis Swot Dalam Suatu Perencanaan Dan Pengembangan Bisnis. *Ijespg (International Journal Of Engineering, Economic, Social Politic And Government)*, 2(2), 9-17. <https://doi.org/10.26638/Ijespg.113>
- King, T., Freyn, S., & Morrison, J. (2023). Swot Analysis Problems And Solutions: Practitioners' Feedback Into The Ongoing Academic Debate. *Journal Of Intelligence Studies In Business*, 13(1), 30-42. <https://doi.org/10.37380/Jisib.V13i1.989>
- Kotler, Philip And Kevin Lane Keller. 2013, *Manajemen Pemasaran*, Jilid 1, Edisi. 13, Erlangga. Jakarta
- Kusumaningrum, H., Husna, M., & Anindiya, C. (2024). Analisis Swot Sebagai Upaya Peningkatan Evaluasi Internal Lingkungan Perusahaan Dalam Mencapai Keunggulan Bersaing. *Al-Faiza: Journal Of Islamic Education Studies*, 2(2), 137-147. <http://www.jurnal.zarilgapari.org/index.php/Faiza/article/view/90>
- Maria, V., & Dewi, R. P. (2024). Analisis Strategi Pemasaran, Inovasi Produk Kreatif Untuk Meningkatkan Kinerja Pemasaran Umkm Provinsi Banten:(Studi Pada Pt. Batik Banten Mukarnas Di Kota Serang). *Jurnal Manajemen Kewirausahaan Dan Teknologi*, 1(2), 01-15. <https://doi.org/10.61132/Jumaket.V1i2.81>
- Mashita, J. (2024). Transformasi Bisnis Di Era Digital Pelaku Usaha Mikro Kecil Menengah (Umkm). *Jurnal Cakrawala Ilmiah*, 3(11), 3277-3284.
- Monica, G., & Meilina, R. (2023). Analisis Peran Keterampilan Kerja Dalam Meningkatkan Kinerja Karyawan Umkm Kerupuk Rambak Cap Ra Di Kabupaten Tulungagung. *Simposium Nasional Manajemen Dan Bisnis (Simanis) Dan Call For Paper*, 2, 1327-1334.
- Munizu, M., Alam, S., Pono, M., & Riyadi, S. (2024). Do Digital Marketing, Integrated Supply Chain, And Innovation Capability Affect Competitiveness, And Creative Industry Performance?. *International Journal Of Data And Network Science*, 8(2), 1025-1034. <http://dx.doi.org/10.5267/I.Ijdns.2023.12.005>

- Nwachukwu, D., & Tumba, M. (2023). Distributional Strategies And Marketing Effectiveness Of Petroleum Marketing Firms In Rivers State, Nigeria. *Internasional Academic Journal Of Advanced Educational Research*, 9(4), 15-31.
- Panjaitan, D. M., Andini, B. P., Br Milala, D. T., Andarini, S., & Kusumasari, I. R. (2024). Inovasi Terhadap Perkembangan Bisnis Dan Permintaan Pasar: Studi Kasus Pada Kenaikan Permintaan Dan Harga Menjelang Hari Besar. *Musytari: Neraca Manajemen, Akuntansi, Dan Ekonomi*, 4(9), 38-48.
- Prastiyas, D. I., Afiqoh, L. D. N., Andriani, A. A., & Ikaningtyas, M. (2024). Membangun Keunggulan Kompetitif Dalam Merumuskan Strategi Bisnis Yang Efektif Dengan Perencanaan Dan Pengembangan Melalui Analisis Swot. *Jurnal Media Akademik (Jma)*, 2(4). <https://doi.org/10.62281/V2i4.236>
- Puyt, R. W., Lie, F. B., & Wilderom, C. P. (2023). The Origins Of Swot Analysis. *Long Range Planning*, 56(3), 102304. <https://doi.org/10.1016/j.lrp.2023.102304>
- Rane, N. L., Achari, A., & Choudhary, S. P. (2023). Enhancing Customer Loyalty Through Quality Of Service: Effective Strategies To Improve Customer Satisfaction, Experience, Relationship, And Engagement. *International Research Journal Of Modernization In Engineering Technology And Science*, 5(5), 427-452. <https://www.doi.org/10.56726/Irjmets38104>
- Santoso, R. A., Syaputra, A., Raharja, B. O. O., & Permatasari, N. (2024). Analisis Literature Review Tentang Efektivitas Perencanaan Dan Pengendalian Anggaran Biaya Produksi Di Perusahaan. *Nusantara Journal Of Multidisciplinary Science*, 1(6), 333-341. <https://jurnal.intekom.id/index.php/njms/article/view/309>
- Sasikirana, I. D. V., Dewi, A. S., Khayzuran, Q. A., Firdausy, S. P., & Radianto, D. O. (2024). Strategi Pemasaran Digital Yang Efektif Untuk Meningkatkan Daya Saing Perusahaan Di Era Digital. *Profit: Jurnal Manajemen, Bisnis Dan Akuntansi*, 3(2), 166-177. <https://doi.org/10.58192/profit.v3i2.2092>
- Satrio, B. C., Wibawa, B., & Sutisno, H. H. (2024). Transformation and Sustainability: The Canvas Business Model in SMEs in The New Normal. *Maneggio*, 1(3), 142-150. <https://doi.org/10.62872/rctg5v82>
- Sudirjo, F. (2023). Marketing Strategy In Improving Product Competitiveness In The Global Market. *Journal Of Contemporary Administration And Management (Adman)*, 1(2), 63-69. <https://doi.org/10.61100/adman.v1i2.24>
- Suhairi, S., Nurhazizah, N., Syanda, S., & Nasution, R. A. (2024). Transformasi Digital Riset Pemasaran Global Dengan Integrasi Teknologi Terkini Untuk Menyusun Strategi Responsif Terhadap Perubahan Pasar Global. *As-Syirkah: Islamic Economic & Financial Journal*, 3(2), 637-647. <https://doi.org/10.56672/syirkah.v3i2.175>
- Suharto, S. (2023). Effective Marketing Strategy In Facing Tight Competition. *Journal Arbitrase: Economy, Management And Accounting*, 1(02), 112-119. <http://paspama.org/index.php/arbitrase/article/view/78>
- Wilson, F. R. F. (2023). Resource Development Swot Analysis To Improve Organizational Sustainability For A Grassroots Nonprofit Organization (Doctoral Dissertation, Walden University).