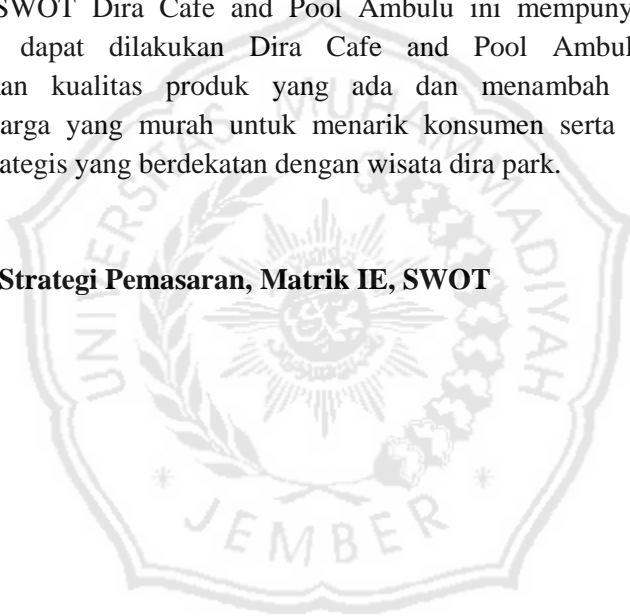


ABSTRAK

Judul penelitian ini adalah “ **Implementasi Strategi Pemasaran Pada Dira Cafe and Pool Ambulu** ” Teknik pengumpulan data menggunakan observasi dan wawancara mendalam pada informan kunci dan informan umum Dira Cafe and Pool Ambulu. Metode penelitian ini dilakukan dengan menggunakan analisis kualitatif Deskriptif dengan analisis SWOT. Hasil Matrik Internal Eksternal di atas Dira Cafe and Pool Ambulu berbeda pada kuadran IV yang bertanda asterix (3.67;2.83) yang artinya mempunyai strategi Stabilitas untuk berkembang di masa yang akan mendatang strategi yang dapat diterapkan Dira Cafe and Pool Ambulu yaitu strategi menjaga dan mempertahankan ,Penetrasi Pasar dan pengembangan produk. Hasil dari matriks SWOT Dira Cafe and Pool Ambulu ini mempunyai strategi S-O strategi yang dapat dilakukan Dira Cafe and Pool Ambulu yaitu harus mengembangkan kualitas produk yang ada dan menambah varian produk, menetapkan harga yang murah untuk menarik konsumen serta memanfaatkan lokasi yang strategis yang berdekatan dengan wisata dira park.

Kata Kunci : Strategi Pemasaran, Matrik IE, SWOT



ABSTRACT

*The title of this study is “ **Implementation of marketing strategies at the dira cafe and pool ambulu**”-“Data collection techniques used are in-depth observation and interviews with key sources and the main sources of Dira cafe and pool ambulu”. This research method was carried out using descriptive qualitative with SWOT analysis. External-Internal Matrix results of the Dira cafe and pool ambulu are around quadrant IV marked with asterix (3.67;2.83) which means having a stability to develop in the future. The strategy that can be implemented by Dira cafe and pool ambulu is the strategy of maintaining and keeping the market penetration and product development. The result of the SWOT analysis on Dira cafe and pool ambulu is that they are using S-O strategy, which can be done by maintaining product quality, set lower prices, and utilizing a strategic location for their advantage. Based on the results obtained, the marketing strategy developed by Dira cafe and pool ambulu is by maintaining the quality of existing products and adding product variants, establishing cheap prices to attract consumers, as well as utilizing their strategic locations adjacent to the nearest dira park.*

Keywords: Marketing strategy, IE Matrix, SWOT

