

ABSTRACT

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THE ANALYSIS OF SWOT AS THE BASIS OF MARKETING STRATEGY IN ELEVATING PROFIT ON *KURSUS MANDARIN 加油 JIAYOU*

(xv+104 pages; 15 figures; 8 tables; 10 appendixes)

Kursus Mandarin 加油 JiaYou is a business that engages in service in which they offer Chinese course for their customers. The institution has been in the market for ten years. However, the result that they should achieve is not maximal. Hence, the aims of this research are to examine the marketing strategy of the institution and develop SWOT marketing strategy that will elevate the institution profit. This research is qualitative case study research method. Data that needed to be analyzed to answer the research problem obtained from interview, questionnaire and observations. Data were analyzed by data reduction, data display and conclusion.

Therefore, the findings show that currently the marketing strategy of the institution is product specialization, which hasn't been realized before. The IFAS and EFAS value is 3.77 and 3.43 respectively. Based on the SWOT Matrix and SPACE matrix that has been done, the institution is located at coordinates (0.40;0.20) which refers to quadrant I (aggressive) or known as SO strategy.

Keywords: Marketing Strategy, SWOT analysis, market

References: 49