

ABSTRAK

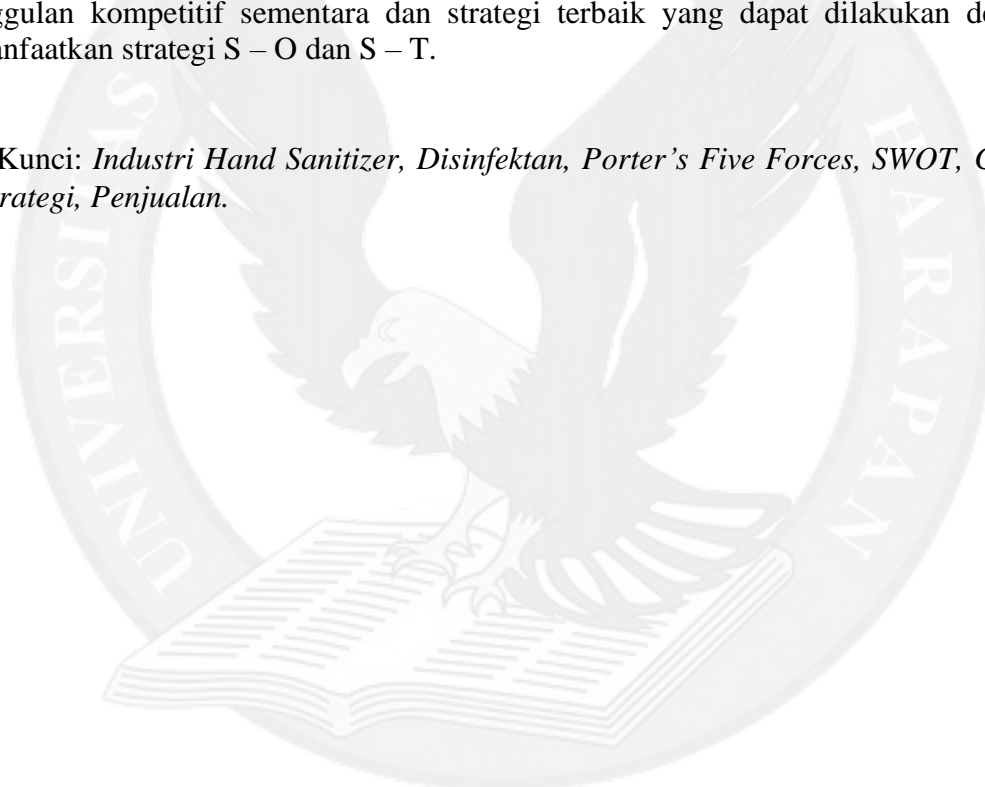
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ANALISIS STRATEGI PEMASARAN *HAND SANITIZER* “BIGROOT” DALAM MENINGKATKAN *VOLUME* PENJUALAN DI TENGAH PANDEMI COVID-19.

(xi + 72 halaman; 20 gambar; 12 tabel; 1 lampiran)

Penelitian dilakukan untuk meningkatkan volume penjualan produk *hand sanitizer* Bigroot dalam masa pandemi Covid-19. Penelitian dilakukan di Jakarta dengan melibatkan langsung *subject matter expert* yaitu pemilik dari Bigroot itu sendiri. Pengumpulan data dilakukan dengan melakukan wawancara melalui sambungan telepon yang selanjutnya di abstraksikan dalam bentuk laporan keuangan dan lampiran wawancara. Hasil dari penelitian ini menunjukkan bahwa Bigroot berada dalam fase keunggulan kompetitif sementara dan strategi terbaik yang dapat dilakukan dengan memanfaatkan strategi S – O dan S – T.

Kata Kunci: *Industri Hand Sanitizer, Disinfektan, Porter’s Five Forces, SWOT, Covid-19, Strategi, Penjualan.*



ABSTRACT

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MARKETING STRATEGY ANALYSIS OF “BIGROOT” HAND SANITIZER TO BOOST SALES PERFORMANCE AMIDST PANDEMIC OF COVID-19

(xi + 72 halaman; 20 gambar; 12 tabel; 1 lampiran)

The study was conducted to increase the sales volume of Bigroot's hand sanitizer products during the Covid-19 pandemic. The research was conducted in Jakarta by directly involving a subject matter expert, namely the owner of Bigroot itself. Data was collected by conducting interviews via telephone, which were then abstracted in the form of financial reports and interview attachments. The results of this study indicate that Bigroot is in a temporary competitive advantage phase and the best strategy that can be done is by utilizing the S – O and S – T strategies.

Keywords: Hand Sanitizer Industry, Disinfectants, Porter's Five Forces, SWOT, Covid-19, Strategy, Sales.

