

ABSTRAK

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STRATEGI PEMASARAN PERUSAHAAN DALAM MENINGKATKAN PENJUALAN DI TENGAH WABAH COVID-19 (STUDI KASUS AIR MINERAL EQUIL)

(xviii + 65 halaman; 18 gambar; 11 tabel; 2 lampiran)

Penelitian ini dilakukan untuk mendapatkan strategi pemasaran baru dengan harapan dapat meningkatkan penjualan perusahaan air minum EQUIL. Penelitian ini dilakukan di Jakarta dengan melibatkan langsung *subject matter expert* dari perusahaan EQUIL yaitu bapak Guntur. Pengumpulan data dilakukan dengan melakukan wawancara langsung yang selanjutnya di intisarikan dalam bentuk laporan keuangan dan lampiran wawancara Data dianalisis dengan menggunakan *tools* berupa *Porter Five Forces*, *Competitor Rating*, dan SWOT. Hasil penelitian ini menyatakan bahwa strategi yang paling baik digunakan adalah *Weakness – Threat Strategy* dan *Strength – Threat Strategy*.

Kata Kunci : *Industri AMDK, Porter's Five Forces, SWOT, Competitor Rating, Covid-19, Strategy, Penjualan.*



ABSTRACT

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MARKETING STRATEGIES OF COMPANY TO INCREASE SALES AMIDST THE COVID-19 OUTBREAK (A CASE STUDY OF EQUIL MINERAL WATER)

(xviii + 65 halaman; 18 gambar; 11 tabel; 2 lampiran)

This research was conducted to obtain a new marketing strategy in the hope of increasing sales of the drinking water company EQUIL. This research was conducted in Jakarta by directly involving a subject matter expert from EQUIL named Mr. Guntur. Data was collected by conducting direct interviews which were then summarized in the form of financial reports and interview attachments. Data were analyzed using tools such as Porter Five Forces, Competitor Rating, and SWOT. The results of this study indicate that the best strategies used are Weakness – Threat Strategy and Strength – Threat Strategy.

Keywords: AMDK Industry, Porter Five Forces, SWOT, Competitor Rating, Covid-19, Strategy, Sales

