

## **ABSTRACT**

### **PERANCANGAN STRATEGI PEMASARAN DI PERUSAHAAN SRIWIJAYA INTERIOR DESAIN PALEMBANG**

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*The company Sriwijaya Interior Design Palembang is a company that is developing and expanding market share. Sriwijaya Interior Design is a company engaged in the creative industries, namely in the fields of manufacturing and services. The purpose of this study was to increase the company income by expanding the market demand for products produced by the company services.*

*In business competition businessman will always be required to always compete with other businesses in order to survive the global business world. Efforts in maintaining and increasing the profits of the company. The key to success to survive in the competition between companies that produce the same goods is knowing what the desire of consumers to the products to be sold into the market share so it can menyusun a marketing strategy that corresponds to the product.*

*Data demand for product and services companies in 2013-2014 decreased 16.22%. At this time the Company Sriwijaya Interior Design Enough exploit the opportunities that exist to the fullest but do not have a good marketing strategy for the company that needed a marketing strategy, to seek suitable and appropriate strategies depending on the form of product and services produced by the company. With suitable and appropriate strategies so customer satisfaction will be achieved, if satisfaction is achieved then a satisfied customer will be loyal. Such loyalty is a form of re-purchase, recommend to others to use the services of the company's products.*

*The research method used is descriptive analysis method, SWOT Matrix, Matrix Internal Factors Evaluation (Internal Factor Evaluation - IFE Matrix), External Factor Evaluation Matrix (External Factor Evaluation - EFE Matrix), and factor analysis. After doing the research showed design a marketing strategy for the company by maintaining a balance of price and quality, improve the promotion, reproduce marketing personnel, and improve services to consumers. By using the proposed marketing strategy in this study an increase in demand for product and services company with persentase 50%.*

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