

SWOT ANALYSIS OF MARKETING STRATEGIES IN INCREASING SUZUKI CARS SALES BY PT MEGAHPUTRA SEJAHTERA

Fila Winalda¹, Abdul Wahid², Andi Hajar³

¹²³English Department, Faculty of Languages and Literature, Universitas Negeri
Makassar, Indonesia

Correspondence Email: abdulwahid@unm.ac.id

Abstract

This research aims to analyze strengths and opportunities, overcome weaknesses and threats. PT Megahputra Sejahtera has many great strengths, an extensive distribution network. This research is a descriptive qualitative research, and the data collection method used is interviews. The results showed that the main strengths of PT Megahputra Sejahtera lie in its strong brand reputation and extensive distribution network. In terms of product innovation and operational efficiency are the main problems found. Positive economic growth, increasing consumer purchasing ability, increasing promotions, holding exhibitions or display units or showroom events at the office are great opportunities that can be utilized by the business, while the threats faced include intense market competition and the condition of human resources is not optimal with the strategies that have been made. By applying SWOT analysis correctly and implementing effective marketing strategies, the company can strengthen its position in the market and increase sales.

Keywords: Marketing Strategy, SWOT Analysis, Sales

Introduction

A marketing strategy is a comprehensive and integrated plan in the field of marketing that provides guidelines for activities that help a company achieve its marketing goals (Saechurroji & Martin, 2022). Being an economic entity, the corporation must actively participate in implementing development through economic activity. The business can offer services to satisfy the demands of the community, including the needs for goods and services.

When a product is linked to the objectives of the firm, it invariably plays a significant role in the operations of the producing company. Furthermore, defines marketing as a social and managerial process by which individuals and groups obtain what they need or want by creating and exchanging products and values with others.

A marketing strategy is a comprehensive, integrated plan in the field of marketing that provides guidelines for the activities to be carried out to achieve a company's marketing objectives. In other words, a marketing strategy is a set of goals, guidelines, and rules that give direction to a company's marketing efforts occasionally. The second paragraph is indented for 0.5 cm. State your background (gap between theory and practice), problem statements, research objectives, and research questions. The literature review can be placed in the next section or integrated in background and problem statements.

Good marketing is about making your manufactured goods and services known to the public and available for purchase. Good marketing is not an accident but the result of careful execution and planning. Of course, in such competitive conditions, companies must always be able to maintain the quality of the products they sell or provide to consumers to increase their competitiveness. This is the case, of course, if you clearly define your marketing strategy. Always be able to make mature decisions and plans to create good, effective, and efficient marketing so that the desired market objectives can be optimally achieved. Successful marketing requires a strong strategy combining various elements to achieve desired business goals. With the rapid changes in the era of globalization, new companies are appearing one after another, and competition is intensifying.

This research aims to find out what changes are occurring in the environment and find out how to deal with these situations. From here the researcher wants to know the application of SWOT analysis which consists of threats, opportunities, strengths and weaknesses owned by PT Megahputra Sejahtera to be used to increase its sales.

Research Methodology

This research uses a qualitative approach for this study is driven by the nature of the research objectives and the need for empirical data to analyze the relationships between marketing strategies and Suzuki car sales. A qualitative approach allows for the systematic collection of numerical data, facilitating statistical analysis to identify

patterns, correlations, and trends. Given the aim of assessing the impact of specific marketing strategies on car sales, a quantitative approach provides the necessary rigor and objectivity to draw meaningful conclusions from the data. This research use interview for collecting data with specific purpose

Data Analysis

Data analysis in qualitative research is the process of arranging the order of data, organizing it into a pattern, category and basic description. In this study, one of the analysis tools is the SWOT (Strength, Weakness, Opportunity, Threats) method. SWOT is a form of analysis in company management or within an organization that can systematically assist in efforts to prepare a mature plan to achieve goals, both short- and long-term goals (Zevi, 2018).

As stated by Zevi (2018) this SWOT analysis technique is basically a technique for identifying various conditions based on strategic planning. After identifying the issues faced theoretically, an agreement needs to be built between stakeholders regarding what is desired in the future regarding the issue, what components or elements need to be further improved, reduced or even replaced, requiring an analysis process that is based largely on the SWOT condition map of the issue.

Results and Discussion

Results

This research shows that SWOT analysis is a very useful tool for selecting effective marketing strategies, helping companies understand their current position, find opportunities for growth, and face the challenges faced by PT Megahputra Sejahtera. Based on these findings, an effective marketing strategy will help the company identify and utilize strengths, opportunities, and threats to improve the business.

1) Strength of weakness factors that most affect PT Megahputra Sejahtera to increase sales

To reach a wider audience, Suzuki can increase its internet presence by strengthening its strategy, implementing more aggressive paid advertising such as marketplaces, and utilizing social media effectively. Producing engaging and informative content, such as product reviews, events, and videos, can help increase

sales and product sales conversions. Using this method, you will gain a deeper understanding of how PT Megahputra Sejahtera uses SWOT analysis as part of their marketing strategy to increase sales. The following interview results support these findings:

“Memperbanyak promosi, Mengadakan pameran atau display unit atau acara showroom event di kantor tidak hanya konsumen baru yang mengambil mobil yang kami undang kadang undang juga konsumen yang sudah membeli produk yang sudah beberapa tahun mobilnya siapa tau mengganti atau menambah unit, itu contoh mempererat lagi hubungan dengan konsumen”.

Translation:

By increasing promotions, holding exhibitions, unit displays, or showroom events at the office, we not only invite new customers who buy cars that we invite, but also invite old customers who have bought products and want to replace or add to their car units. This is an example of strengthening relationships with customers.

These are some strengths from the interview.

a. Are there any special efforts you make to maintain and increase customer loyalty?
(*Apakah ada inisiatif khusus yang anda lakukan untuk mempertahankan dan meningkatkan loyalitas pelanggan?*)

“Kalau untuk mempertahankan loyalitas pelanggan mengacu ke pelayanan service, karna itu kunci kedua kalau pada saat selesai dari marketing penjualan kalau tidak ada masalah, kembali ke service karna service itu jangka panjang, kalau kapan ada cacat disitu biasa konsumen tidak loyal lagi ke mobil merk Suzuki, makanya kita mendampingi terus sekalipun sudah membeli produk, jadi dalam artian untuk penanganan service tetap kami mendampingi konsumen.”

Translation:

To increase customer loyalty, service is the second key. If there are no problems after the completion of sales marketing, customers should return for service because service is long-term. If there is a problem, customers may no longer be loyal to Suzuki cars. Therefore, we continue to accompany customers even after they have purchased the product. Thus, we accompany customers even after they have purchased the product.

From the result above can be concluded that by providing good after-sales service, businesses can build long-term relationships with customers with this strategy and can make customers become loyal to the product.

- b. How do you optimize these strengths to achieve sales targets within the dealer network?

(Dalam hal jaringan dealer, bagaimana anda memastikan bahwa kekuatan ini dioptimalkan untuk mencapai target penjualan?)

“Sangat optimal karena konsumen-konsumen di daerah tidak jauh lagi ke Makassar contohnya seperti itu, jadi konsumen tetap didampingi dari tanya mobil sampai delivery order, juga service lalu diarahkan ke yang terdekat dari daerahnya, yang ada dealer Suzuki PT Megahputra.”

Translation:

It was ideal that the customer was in an area not far from Makassar, so they were still assisted from inquiring about the car to ordering delivery, and the service was then taken to the nearest Suzuki dealer, PT Megahputra.

From the result above dealer networks can optimize their strengths to achieve sales targets while assisting customers from the inquiry stage to end-of-sale service. They can also alert customers via email, WhatsApp, or app notifications to remind them of appointments, scheduled services, and special offers, and develop Standard Operating Procedures (SOP) to ensure consistent, high-quality service at each location.

- c. Based on your experience, what advice can you give to businesses to use SWOT analysis to increase sales?

(Berdasarkan pengalaman anda, apa saran yang dapat anda berikan kepada perusahaan untuk meningkatkan penjualan melalui analisis SWOT)

“Meningkatkan penjualan hampir sama dari dulu sampai sekarang untuk sales tetap kami kasih reward sales menjual untuk tambahan bonus terus ada beberapa aturan yang tidak efektif tapi itu internal kami. Karna ada beberapa itu tidak cocok dengan teman-teman tapi selama ini tetap kami kasih bonus sales untuk meningkatkan penjualan.”

Translation:

From then until now, we continue to give sales bonuses to increase sales. There are some ineffective rules created by our internals because there are some that don't match with friends. However, we continue to give sales bonuses to increase sales.

From the result above SWOT analysis also helps find product or sales process flaws that can be corrected to improve performance and customer satisfaction. It enables the sales team to perform better by providing bonuses, commissions, or other financial incentives for achieving sales targets.

These are some weaknesses from the interview.

a. What might have hindered PT Megahputra Sejahtera's sales increase?

(Apa kelemahan terbesar dalam strategi pemasaran PT Megahputra Sejahtera yang mungkin telah membatasi peningkatan penjualan?)

“Masalahnya ada di individu kadang ada marketing dulu sering menjual pada saat ini ada titik jenuh kadang agak drop jualannya, dan kami damping lagi namanya koceng dalam artian kami sharing-sharing mengapa bisa dia tidak menjual, itu mengurangi lagi atau membatasi penjualan dalam artian target yang dulu sering dicapai, tidak tercapai dan harus meeting berdua.”

Translation:

The problem lies with the individual sometimes, a marketer who sells frequently has reached a saturation point and then declines, and we share the reasons why he or she is not selling anymore. This reduces or limits sales because the targets that used to be

frequently achieved are not being achieved, and we have to meet together.

- b. How can PT Megahputra Sejahtera improve or eliminate its internal weaknesses, which may affect its SWOT marketing strategy?

(Bagaimana PT Megahputra Sejahtera mengatasi atau mengurangi kelemahan internal mereka yang mungkin mempengaruhi strategi pemasaran SWOT?)

"Harus melakukan review terhadap karyawan sales, selanjutnya persoalan kinerja atau plannya sama trening yang harus dia lakukan, apakah trainingnya per 3 bulan mengenai produk, atau mengenai perkembangan selanjutnya. Dan juga Sering mengadakan meeting di pagi hari dan kadang sore hari sebelum pulang, tapi itu meeting tidak hanya meeting kita tanyakan displaynya dimana, dan kelemahan-kelemahannya juga sales, yang tidak menjual kami tanyakan masalahnya sampai dia bisa menjual namanya kerja team supaya target yang kita capai tercapai."

Translation:

Should examine the sales employee and then ask questions about his performance or training plan. This may include three months of training on products or further developments. In addition, we often have meetings in the morning and sometimes in the afternoon before going home, but the meeting is not only about his display, but also about sales weaknesses, because he doesn't sell us until he can sell our teamwork name to achieve our goals.

The result above provides an explanation of how internal weaknesses, such as problems faced by sales employees, can affect how effective a marketing strategy based on SWOT analysis is. Therefore, it is important for companies to find and address internal weaknesses by conducting employee performance evaluations, resolving existing problems in the workplace, and getting monthly training. Understand the problems faced by employees, look for and solve these problems, and talk about these problems openly. Personal problems and an uncomfortable work environment are factors that hinder sales employees.

2) The opportunities and threats of PT Megahputra Sejahtera in implementing marketing strategies in increasing sales

PT Megahputra Sejahtera can use social media to attract a wider range of customers. In addition, the company faces a number of risks to watch out for. Intense market competition, where many competitors offer similar products to increase sales and boost sales, businesses have many opportunities. With positive economic growth and increased consumer purchasing power, businesses can take advantage of these opportunities to expand their market share. With the advancement of digital technology at competitive prices, it can be a big problem. Economic uncertainty, which can affect consumer purchasing power and market stability, is an additional threat. As a result, PT Megahputra Sejahtera must create a flexible and creative marketing strategy to face threats and capitalize on opportunities.

These are some Opportunities from the Interviews.

- a. Based on the results of the latest SWOT analysis, what further steps will you take to improve your marketing strategy?

(Apa langkah-langkah berikutnya yang anda rencanakan untuk terus memperbaiki strategi pemasaran berdasarkan hasil analisis SWOT terbaru?)

"Memperbanyak promosi, Mengadakan pameran atau display unit atau acara showroom event di kantor tidak hanya konsumen baru yang mengambil mobil yang kami undang kadang undang juga konsumen yang sudah membeli produk yang sudah beberapa tahun mobilnya siapa tau mengganti atau menambah unit, itu contoh mempererat lagi hubungan dengan konsumen."

Translation:

Expanding promotions by holding exhibitions, unit displays, or showroom events at the office not only invites new customers who buy the cars we invite, but also invites old customers who have bought the product and want to replace or add to their car units. This is an example of strengthening relationships with customers.

From the result above factors such as saturation point or demotivation in the marketing team often prevent companies from increasing sales. To overcome this, companies should help their sales teams by understanding their problems and solving them through mentoring or sharing. Provide the necessary assistance to overcome problems, increase productivity, and boost sales.

- b. How has your customer experience been?

(Bagaimana pelayanan yang sudah anda berikan ke konsumen selama ini?)

“Kalau untuk masalah pelayanan mengacu lagi sama ini aturan yang diberikan dari PT Megahputra Sejahtera system Megahputra itu kita ada prosedur namanya pelayanan yang disesuaikan dengan contoh kayak mulai dari training sales untuk penjualan jadi kita sudah kasih aturan yang berlaku pada saat kita pelayanan sampainya delivery sampai kelanjutannya lagi untuk penanganan service berkala sampai selanjutnya supaya bisa, meningkatkan penjualan supaya bisa ero kembali repeat order namanya membeli kembali ataukah keluarga-keluarga atau teman-temannya lagi konsumen bisa ambil, kalau kita melayani konsumen dengan sepenuh hati sesuai prosedur.

Translation:

For service issues, PT Megahputra Sejahtera has customized service procedures, for example, starting from sales training for sales, and so on to periodic service handling until further to increase sales and return repeat requests.

From the result above customer service should be in accordance with the company's rules and procedures to ensure service standards remain consistent and of high quality and meet customer expectations and needs by following the company's standards and procedures for every aspect of service, from customer introduction, to sales, to sales completion. provide employees with the knowledge and skills necessary to provide service that meets the Company's standards, creates a positive first impression, and makes customers feel welcome and valued. Employees should interact with customers after the sale in ways such as asking if they are satisfied, providing information on after-sales service, and ensuring that they know how to contact customer service if needed.

c. What types of promotions have you used to increase sales? Can you explain the advantages of the product?

(Bentuk promosi seperti apa yang sudah anda terapkan dalam meningkatkan penjualan (Bisa menjelaskan kelebihan produk)?

“Kalau untuk promosi untuk meningkatkan penjualan kami mengadakan event, pameran di mall-mall ataukah ada event dari join, contoh bank mengadakan pameran kami juga biasanya join selama ada leasing pembiayaannya terus juga kami bisa display, jadi kami menambahkan promosi dari diskon tambahkan diskon

menambahkan hadiah selama tidak mengurangi budget.”

Translation:

In terms of promotion to increase sales, we may hold events, such as exhibitions in shopping centers, or we may join events, such as banks. We usually join these events as long as the leasing financing remains and we can display. Therefore, we add promotions with discounts, discounts, and gifts as long as the budget remains.

From the result above an effective way to strengthen relationships with customers is to hold various promotional activities, such as exhibitions, unit displays, or showroom events, and invite customers who have purchased cars in previous years. Exhibitions and showroom events provide an opportunity to showcase new car models and the latest features to existing and potential customers, increasing customer awareness and interest in the product. Companies can expand customer relationships, increase loyalty, and boost sustainable sales with this strategy.

These are some threats from the interview.

a. What caused the company to fail to achieve its set goals?

(Faktor apa yang menghambat perusahaan dalam meraih target yang telah ditentukan)?

“Faktor yang menghambat yaitu adalah persaingan pasar yg begitu ketat, kondisi ekonomi, perubahan kondisi pasar selalu berubah-ubah, ada pun faktor lainnya yaitu ketersediaan stok unit, karena biasa juga kalau kita sudah maksimal, untuk memberikan pelayanan ke customer atau janji customer tapi disisi lain juga biasa kesediaan stok itu tidak tersedia di cabang itu biasanya stoknya ada di Jakarta. Disitu terhambatnya kalau seumpama akhir bulan kita sudah mau closing, targetnya kita ada 30 tapi terpending gara-gara stoknya tidak ada di Makassar.”

Translation:

The hindering factors are the fierce market competition, economic conditions, and the ever-changing market conditions. Another factor is the availability of stock units, because usually we provide services to customers or customer appointments, but usually the stock is not available at the branch. If we want to close at the end of the month, Ditstu will get in the way. Our target was 30 but it was postponed because

there was no stock in Makassar.

From the result above due to fierce competition, companies have to make more efforts to attract and retain customers, resulting in reduced prices and profit margins. When the economy goes down, consumers tend to postpone major purchases such as cars, which impacts business sales. In addition, stock shortages in certain regions, such as Makassar, can slow down delivery and reduce customer satisfaction, even though demand is high in Makassar but there are more units in Jakarta. By finding and addressing these issues, businesses can improve their marketing strategies, achieve their sales targets, and ensure sustainable growth.

b. How effective is PT Megahputra Sejahtera's dealer network in gaining new customers and increasing sales in various regions?

(Seberapa efektif jaringan dealer PT Megahputra Sejahtera dalam menjangkau konsumen dan meningkatkan penjualan di berbagai wilayah)?

“Pasti sangat efektif karena PT Megahputra Sejahtera bukan hanya di makassar saja, sasarannya kami kedepannya tiap-tiap daerah itu sudah ada 3S dalam artian bengkel seperti di ini Megahputra jadi ada pelayanan, penjualan, service dan suku cadang. Konsumen-konsumen yang jauh di daerah mana pun tidak harus lagi ke Makassar, bisa belanja produk di Makassar dan bisa juga di daerahnya, tapi service bisa di daerah masing-masing. Ada lagi Sosial media marketing diperkuat, strategi pemasaran diperluas & organik marketing tentunya dengan pola tersebut akan lebih efektif pencapaiannya.

Translation:

PT Megahputra Sejahtera is very effective because its goal is to realize 3S, which is a workshop with service, sales, maintenance, and spare parts, such as those in the Megahputra workshop. Consumers who come from other areas no longer need to go to Makassar. They can buy goods in Makassar and also in other areas, but services can be found in their respective areas. With improved marketing strategies, wider use of social media, and the use of organic marketing, this pattern will definitely increase achievements.

From the result above the company provides 3S (sales, service, and spare parts) services and has sales points in various regions, so customers can purchase their cars at the nearest location. In addition, the presence of workshops in various regions

allows customers to perform maintenance and repair of their vehicles without having to go to Makassar, and the availability of spare parts in these workshops ensures that customers can easily obtain spare parts. The SWOT analysis of PT Megahputra Sejahtera shows that one of the main strengths of PT Megahputra Sejahtera is that it has an extensive dealer network spread across various regions outside Makassar. allowing consumers to obtain goods and services, increasing market penetration and consumer satisfaction. In addition, PT Megahputra's procedures allow customers who buy cars to get spare parts and maintenance directly at the same dealer because 3S Service (Sales, Service, Sparepart) provides a full-service section at each dealer, increasing customer loyalty.

Discussion

In the discussion section, to deepen the SWOT analysis related to marketing strategies aimed at increasing sales, the researcher used in-depth interview instruments with some of the company's key stakeholders, such as the sales director and marketing department. The results of the interviews showed that high brand trust and an extensive distribution network are the company's key strengths. One of the ways the sales manager encourages customer loyalty is by emphasizing how important guaranteed product quality is. Nafi Analisis'ah (2017) According to Pearce and Robinson, SWOT stands for a company's internal strengths, weaknesses, and threats, as well as opportunities, and threats, in its environment.

1) The strength or weakness factors that most affect PT Megahputra Sejahtera to increase sales

According to the SWOT analysis of PT Megahputra Sejahtera, the strengths are that PT Megahputra Sejahtera has an extensive dealer network spread across various regions outside Makassar, allowing customers to access goods and services, increasing market penetration and customer satisfaction. In addition, the 3S Service, which means sales, service, and spare parts, provides a complete service section to each dealer, increasing customer loyalty because they get complete and quality services in one place according to procedures.

In addition, the intense competition between many players in the automotive market makes it necessary for the company to continue operating, the unstable economy affects buyers' desire to buy goods. Therefore, PT Megahputra Sejahtera

can identify strengths and weaknesses that can be optimized through SWOT analysis, which has been learned from interviews with the sales marketing department. The company can achieve higher marketing targets, increase sales, and overcome fierce market competition by managing limited stock.

a. The strength factors that most affect at PT Megahputra Sejahtera

Consumer confidence in the quality of a company's products and services provides a significant advantage in attracting and retaining customers. High-quality and innovative products produced through commitment to strict quality standards ensure customer satisfaction and brand loyalty. In addition, a skilled and experienced workforce, supported by an extensive and efficient distribution network, enables the company's products to reach a wider market with ease. Investments in advanced technology and modern infrastructure support efficient operations and responsiveness to market changes. (Putri et al., 2018) the development of a company's mission, goals, strategies, and policies has always been linked to the decision-making process of a strategy. The condition of power that a company or organization possesses today is called a power analysis, and this power is used to face competition.

b. The weakness factors that most affect at PT Megahputra Sejahtera

In addition, ineffective marketing strategies or limited marketing budgets may reduce dealership visibility and attract fewer potential customers. Weaknesses are obstacles or weaknesses in the aspects of resources, skills, and capabilities that effectively hinder a company's performance. This is supported by Trianita & Larasati (2021) these limitations can be in the form of facilities, financial resources, management capabilities and marketing skills which can be a source of company weakness delays in adopting digital technology and online sales platforms also reduce competitiveness, especially in today's digital age.

2) The opportunities and threats of PT Megahputra Sejahtera in implementing marketing strategies in increasing sales

a. Opportunity of PT Megahputra Sejahtera in implementing marketing strategies in increasing sales

PT Megahputra Sejahtera has a great opportunity to increase sales through improved forms of service to consumers and innovative promotional strategies such as exhibition events. Excellent customer service, including quality after-sales service, quick response to complaints, and customer loyalty programs, can increase customer satisfaction and loyalty, which in turn drives increased sales. day Pranata & Sihombing (2022) A business opportunity comes from an inspiration, idea, or opportunity that emerges to be exploited for one's benefit, both in business and every life. In English, "opportunity" means one or more opportunities that arise from a particular event or moment.

Holding regular exhibition events is also a golden opportunity to introduce new products, provide hands-on experience to consumers, and build brand awareness. These exhibitions can attract a wider audience, providing an opportunity for companies to interact directly with potential customers and gain valuable feedback.

b. Threats of PT Megahputra Sejahtera in implementing marketing strategies in increasing sales

The obstacles or threats for PT Megahputra Sejahtera include several critical aspects that need to be addressed to ensure the success of the marketing strategy. First, such intense market competition creates a huge challenge, second, unstable economic conditions can affect consumer purchasing power and create uncertainty in business planning, which can hinder sales growth. Third, ever-changing market conditions require companies to constantly adapt; otherwise, existing products and marketing strategies could quickly become obsolete and less relevant. This is supported by Zainuri & Budi Setiadi (2023) threats, on the other hand, are aspects of the organization's external environment that pose potential obstacles or barriers to achieving its goals. the combination of these factors can significantly hinder PT Megahputra Sejahtera's ability to achieve its marketing objectives and sales growth.

Conclusion

PT Megahputra Sejahtera has a number of significant strengths in its marketing strategy, including a strong reputation and brand image, high product quality, and an extensive and efficient distribution network. However, the company also faces several weaknesses, such as high dependence on the domestic market, limitations in product diversification, and challenges in optimizing human resources and digital technology.

On the other hand, PT Megahputra Sejahtera has great opportunities to increase sales through improved customer service, utilization of digital technology, and innovative promotional strategies such as exhibition events. Therefore, based on the results of the research, the authors found that the marketing strategy of PT Megah Putra Sejahtera, namely developing creative promotional strategies such as holding exhibition events and exclusive promotional campaigns, can also increase brand awareness and strengthen the company's position in the market. By effectively utilizing these opportunities, PT Megahputra Sejahtera can increase their competitiveness, achieve significant sales growth, and strengthen their position as market leaders in their industry.

References

- Nafi Analisis'ah, I. (2017). SWOT dan Strategi Keunggulan Bersaing Pada BMT Artha Buana Desa Canggal Kecamatan Badas Kabupaten Kediri.
- Pranata, A., & Sihombing, M. (2022). Analisis Peluang Usaha dalam Upaya Mempertahankan Keberlangsungan Usaha di Tengah Pandemi Covid-19. *Journal of Social Research*, 1(7), 773–784.
- Putri, R. A. S. I., Sinyor, E. P., & Putr, A. C. (2018). Strategi Pengembangan Potensi Desa Wisata Berbasis Analisis Swot Desa Sidomekar Dan Penggunaan Aplikasi Tour Guide Online Kabupaten Jember. *Seminar Nasional Manajemen Dan Bisnis Ke-3. Program Studi Manajemen Fakultas Ekonomi Dan Bisnis Universitas Jember*, 3, 173–187.
- Saechurroji, S., & Martin, C. R. J. (2022). Marketing Strategies in Improving Consumer Purchase Decisions in Adelia Fashion Shop Surabaya. *International Conference of Business and Social Sciences*, 10, 699–707.
- Trianita, Y., & Larasati, A. D. (2021). Strategi Integrated Marketing Communication Pada Objek Wisata Pulau Pari Dalam Meningkatkan Kunjungan Wisatawan. *BroadCom*, 3(2), 28–38.
- Zainuri, R., & Budi Setiadi, P. (2023). Tinjauan Literatur Sistematis: Analisis Swot Dalam Manajemen Keuangan Perusahaan. *Jurnal Maneksi*, 12(1), 22–28.
- Zevi, I. (2018). *Analisis Strategi Pemasaran Dalam Meningkatkan Volume Penjualan*

Produk Pada PT. Proderma Sukses Mandiri. Jakarta: Skripsi Universitas Negeri
Syarif Hidayatullah.