

## Analisis strategi pemasaran suku cadang aftermarket = Analysis of marketing strategy for aftermarket parts

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### Abstrak

Skripsi ini membahas mengenai analisis strategi pemasaran pada PT. Intraco Penta, Tbk yang sedang menghadapi kompetisi yang kuat dari perusahaan pesaing utama. Analisis strategi pemasaran ini dilakukan melalui pendekatan manajemen strategi industri yang menggunakan tiga buah alat bantu utama, antara lain matriks TOWS, matriks IE (Internal - Eksternal), dan Competitive Profile Matrix. Dalam pembobotannya digunakan metode AHP.

Dari hasil penelitian didapatkan bahwa strategi pemasaran yang baik untuk PT. Intraco Penta, Tbk adalah strategi penetrasi pasar (market penetration) dan strategi pengembangan produk (product development) agar dapat bersaing dengan pesaing dan meningkatkan penjualan.

.....The focus of this study is about analysis of marketing strategy for aftermarket parts on PT. Intraco Penta, Tbk, that face a high competition which comes from their major competitors. The analysis of marketing strategy is based on industrial strategic management concept, by using three main tools which are SWOT matrix, IE (Internal External) Matrix, and Competitive Profile Matrix. This tools will be used as comparison on each other when formulating strategy. It also involves AHP method for weighting each factor.

Eventually, the result of this study is show that the best marketing strategy for PT. Intraco Penta, Tbk are market penetration strategy and product development strategy in order to compete with major competitors and to increase sales volume.