

## STRATEGI PEMASARAN PT SUZUKI INDOMOBIL SALES DALAM MENINGKATKAN PENJUALAN

Oleh : Asher Maska Tjandra Widjaja

The purpose of this research is to obtain and develop marketing strategy that will be done by PT Suzuki Indomobil Sales to increase sales. This research uses PT Suzuki Indomobil Sales as a research object. The strategy methods use in this research are SWOT, Market Challenger Strategy, STP, and 7P. The results show that PT Suzuki Indomobil Sales has not maximized the marketing strategy system where the limited scope of marketing product of PT Suzuki Indomobil Sales, both region and segmentation conducted by PT Suzuki Indomobil Sales are still limited. PT Suzuki Indomobil Sales can expand its marketing strategy by launching new products with innovations to consumers, expanding marketing throughout the country, and expanding the market segment for the upper middle class.

Keywords: Marketing, Marketing Strategy, Marketing Management, Sales