

STRATEGI PEMASARAN DALAM MENINGKATKAN PENJUALAN PROPERTI PT. BUMI SERPONG DAMAI Tbk

Oleh : Budi Dwinanto

The purpose of this research is to evaluate the marketing strategy that should be performed by PT. Bumi Serpong Damai Tbk, to improved property sales at Serpong, South Tangerang. The method used in this research is descriptive by using primary and secondary data collected from interview with management of PT Bumi Serpong Damai Tbk, and field observations by the author. This research used the analysis of internal and external environments, industry environment analysis (five forces Porter), SWOT analysis for business development strategy, STP (Segmentation, Targeting Positioning), 7P's (Product, Price, Place, Promotion, Process, People, Physicall Evidence) for marketing strategy. The marketing strategy obtained by using IFE matrix (Internal Factor Evaluation) and EFE matrix (External Factor Evaluation) and IE matrix (Internal- External) to assure. It recommended for PT. Bumi Serpong Damai Tbk. to use marketing strategy.. The result of IE matrix for External environment factor (2.65) and Internal environment factor (2.8) puts the position of PT. Bumi Serpong Damai Tbk, wa in quadrant V in the area of Hold and Maintain. The strategies commonly use in this position are market penetration and product development.

Keywords Marketing and Business development strategy, Industry environment analysis (five forces Porter), SWOT analysis, IFE, EFE, IE matrix, STP, & 7P.