

## STRATEGI PEMASARAN KOMPAS GRAMEDIA (GROUP OF MAGAZINE) UNTUK MENINGKATKAN REVENUE MAJALAH HAI DI ERA DIGITAL

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The rapid development of Digital in Indonesia, making company become sensitized to exploit the opportunities of Digital, because the company is realized that target audience mostly use gadget to access internet. This situation has become concern by Kompas Gramedia Group of Magazine (HAI Magazine) to increase company revenue.

This study was to analyze and formulate the best strategy for Kompas Gramedia Group of Magazine (HAI Magazine). This study uses IFE, EFE, IE Matrix SWOT, SWOT Matrix, and Marketing Mix to get the best strategy for Kompas Gramedia Group of Magazine (HAI Magazine). Source of data derived from observations, and interview of the parties Kompas Gramedia Group of Magazine (HAI Magazine) and literature studies and additional data related.

IFE matrix, EFE matrix is used to analyze the internal factor and external Kompas Gramedia Group of Magazine (HAI Magazine) which includes the strengths, weaknesses, opportunities and threats). SWOT matrix will show a wide range of alternative strategies that can be done by Kompas Gramedia Group of Magazine (HAI Magazine). The conclusion of this study is "Hold & Maintain" strategy, in which the Kompas Gramedia Group of Magazine (HAI Magazine) has sufficient strength to take advantage of existing opportunities. Thus the focus of the strategy should be developed include :Marketing Oriented & product development

Keywords: IFE, EFE, IE MATRIX, SWOT, SWOT MATRIX, MARKETING MIX