

ABSTRAK

Penelitian ini bertujuan untuk mengkaji strategi pemasaran yang diterapkan oleh usaha Fotocopy F-Qi Print yang berlokasi di Kota Prabumulih. Pendekatan yang digunakan dalam penelitian ini bersifat kualitatif dengan metode studi kasus, melalui teknik pengumpulan data berupa observasi, wawancara, dan penyebaran kuesioner. Untuk menganalisis kondisi internal dan eksternal perusahaan, digunakan metode analisis SWOT yang mencakup kekuatan, kelemahan, peluang, dan ancaman. Hasil analisis menunjukkan bahwa F-Qi Print memiliki keunggulan dalam ragam layanan dan harga yang kompetitif. Namun, kelemahan masih ditemukan pada aspek promosi digital yang belum optimal serta keterbatasan fasilitas. Peluang pengembangan usaha mencakup pemanfaatan media sosial dan pemberian diskon bagi pelanggan. Selain itu, tantangan yang dihadapi meliputi persaingan harga dan promosi agresif dari kompetitor. Hasil dari penelitian tersebut, disarankan agar F-Qi Print mengembangkan strategi pemasaran yang lebih sistematis, seperti memperkuat promosi digital dan meningkatkan mutu pelayanan guna mempertahankan daya saing di pasar lokal.

Kata Kunci: Strategi Pemasaran, SWOT, *Fotocopy*

ABSTRACT

This study aims to examine the marketing strategies implemented by the F-Qi Print photocopying business located in Prabumulih City. The approach used in this study is qualitative with a case study method, through data collection techniques such as observation, interviews, and questionnaire distribution. To analyse the internal and external conditions of the company, the SWOT analysis method was used, which includes strengths, weaknesses, opportunities, and threats. The analysis results indicate that F-Qi Print has advantages in terms of service variety and competitive pricing. However, weaknesses were identified in the areas of digital promotion, which is not yet optimal, and limited facilities. Opportunities for business development include leveraging social media and offering discounts to customers. Additionally, challenges faced include price competition and aggressive promotions from competitors. Based on the research findings, it is recommended that F-Qi Print develop a more systematic marketing strategy, such as strengthening digital promotions and improving service quality to maintain competitiveness in the local market.

Keywords: Marketing Strategy, SWOT, Photocopy