

ABSTRACT

D'Cetak faces fluctuating revenue statistics, necessitating additional efforts to enhance sales performance and meet anticipated revenue targets. This research was conducted to analyze D'Cetak's marketing strategy using SWOT and PESTEL analysis. The purpose is to determine the condition of the internal environment and the external environment, the state of D'Cetak in SWOT and PESTEL analysis, and alternative marketing strategies for D'Cetak.

This research uses qualitative methods with descriptive qualitative research using SWOT analysis. Data was obtained from interviews with 5 key informants, namely company leaders.

Based on the results of the SWOT D'Cetak compilation, 6 strengths, 5 weaknesses, 7 opportunities, and 5 threats were obtained. Furthermore, weighting, rating, and scores are carried out at the IFAS and EFAS stages with the results of the IFAS matrix score of 1.22 and the EFAS matrix of 1.29. D'Cetak is in quadrant I position, which means that it is in a favorable situation because it has opportunities and strengths that can be utilized to overcome external weaknesses and threats and the strategy that must be implemented is to support an aggressive growth policy.

Keywords: *Strategy, Marketing Strategy, SWOT Analysis.*