

ABSTRACT

The growing population and the growing public interest in using land transportation services, especially transport service bus to touring or traveling to various areas, especially in Cianjur, causing more and more new entrepreneurs are eyeing business opportunities in the field of transportation service bus in the form of Company Otobus (PO).

This study aims to 1) To know the marketing strategies that have been used in increasing product sales volume services at PO MSP Trans and 2) To determine the marketing strategy should be used to increase the volume of sales of products PO MSP Trans in the future. The method used in this research is descriptive quantitative methods, data collection by interview and questionnaire. Sampling was carried out with saturated sampling method, the number of respondents 60 respondents. Data were analyzed using SWOT analysis (Strength, Weakness, Opportunities, Threats).

The findings of this study are 1). The marketing strategy which has been used to increase the volume of sales of product and services PO MSP Trans among others: making maximum efforts in promoting fleet varied, providing a different price to consumers long for loyalty, trying to keep the image of a company that is already known well enough among the people of Cianjur and 2) marketing strategy that should be done by PO MSP Trans to increase sales of its products in the future, among others, namely: to increase promotional activities and marketing, making services (customer care) to hear complaints from consumers and improving the quality of human resources PO MSP Trans

Keywords: SWOT Analysis, Marketing Strategy, PO MSP Trans