

ABSTRACT

In this modern age, telecommunication and internet technologies cause the changes of our daily culture. In this era of information age, electronic media becomes one of the mainstay media for communication and business. In terms of marketing company Tokopedia always use the principles of marketing mix theories are product, price, place, promotion, physical evidence, people, proces. One of the current e-commerce phenomenon that began growing rapidly in Indonesia is with the emergence of online trading sites. Online buying and selling sites in Indonesia actually have started to appear in the early 2000s, but just a few years later the site of buying and selling more crowded.

The purpose of this research is to analyze promotion mix that is promotion mix conducted by Tokopedia to make promotion strategy through SWOT analysis using internal factor (IFS) and external factor (EFS) to Tokopedia company. This type of research is descriptive through qualitative approach. Methods of data collection in this study was conducted by interview, observation, and documentation.

The results of the research based on SWOT analysis techniques have been done are: 1) SO Strategy: Provide instructions on the payment process when making transactions, accelerate the delivery process so that the seller does not experience difficulties, the new brand with a cheap price will be the consumer attraction; 2) WO strategy: Quickly process delivery of goods, make a warning to account owners to be more careful about the product being sold, guarantee product maximum 1x24 hours after getting the goods; 3) ST strategy: Having uniqueness in selling types or products of goods that can not be imitated by competitors, keeping stock of goods in the warehouse in order to avoid its scarcity, keeping prices stable and avoiding the negative issues of competitors, by providing a price Cheap and affordable; 4) WT strategy: Creating a creative new look compared to products in other marketplaces, providing assurance to consumers if delivery over a specified time will get a money-back guarantee.

Keywords: Tokopedia, Promotion Mix, Descriptive Analysis