

ABSTRACT

Indonesia's economic growth in various industries continues to grow rapidly, with quarterly GDP rising from 5.06% in the third quarter to 5.19% in the fourth quarter of 2017. (source: www.bps.go.id). PT Soka Cipta Niaga is one of the socks manufacturers in Indonesia under the SOKA trademark and is the only socks manufacturer with halal label, facing increasingly competitive competition, unpredictable business environment and also changing consumer demand, demanding the company to improve its marketing strategy, PT. Soka Cipta Niaga seeks to create a product innovation in an effort to improve marketing strategy, which aims to make consumers not bored with the products offered and also as a competitive advantage of the company.

The type of this research is descriptive method. In this research data collection techniques used are interviews, observation, and literature study. The data analysis techniques in this study by doing data reduction, mendisplay data, and make conclusions.

The result of this research is PT Soka Cipta Niaga has done product innovation well. the main strategy in the creation of product innovation, PT. Soka Cipta Niaga actively conducts product innovation every year both in terms of quality, variant, design, design or technology, which is expected to innovate products offered by consumers and can increase sales.

Keywords: Marketing, Marketing Strategy, Product Innovation