

ABSTRACT

This research was conducted to analyze the marketing strategy of Eduplex Coworking Space Bandung using SWOT analysis. The purpose of this study was to determine the internal environmental conditions (strengths and weaknesses) and the external environment (opportunities and threats), the state of Eduplex Coworking Space in the SWOT analysis, and the marketing strategy formulation Eduplex Coworking Space Bandung.

This study uses quantitative methods with descriptive research types. Sampling is done by nonprobability sampling method, type of saturated sampling, with the number of respondents as many as 5 people. The questionnaire was prepared by assessing the level of importance and assessing current conditions.

Based on the results of the SWOT Eduplex Coworking space compilation, there were 5 strengths, 6 weaknesses, 7 opportunities and 7 threats. Furthermore, weighting, rating and scores at the IFAS and EFAS stages using AHP weighting (analytic hierarchy process), the company's position in quadrant 1 means that the company has the strength of weaknesses that can be maximized so that the company must support aggressive policies. So that the SWOT analysis produces four alternative policy strategies, namely SO, ST, WO, WT.

Keywords: Marketing Strategy, SWOT Analysis