

ABSTRACT

Rumah Makan Hidangan Nusantara is a typical West Sumatra or Minangkabau restaurant located inside Permata Buah Batu Ruko 06, Bandung. This restaurant was established in 2015, and is managed by the owner. The condition of the restaurant is currently experiencing a decline in sales due to conditions of competition in the city of Bandung increasingly tight. An analysis of marketing strategies is needed to increase the sales of Nusantara Food Restaurants again. Before formulating a marketing strategy, it is necessary to identify external and internal factors. The factors obtained were reanalyzed by the EFAS and IFAS methods to find out the largest value that affected the decline in sales based on internal and external factors. Strategy preparation is done by the TOWS Analysis method by prioritizing studying and investigating opportunities for external factors (treats / opportunities) because they are considered to be more dynamic and competitive, after which they analyze internal factors (weaknesses / strengths). The external and internal data collection methods are carried out by direct interviews with restaurant owners and competitors to obtain primary and secondary data. Based on the results of the TOWS analysis, Nusantara Food Restaurants are in quadrant 4, namely Diversification in the ST (Strength-Threat) section, where this position uses the strength of the company to overcome external threats. So based on the results of the TOWS analysis, Nusantara Food Restaurants need to do 2 strategies, namely Conducting Concentric Diversification Strategies and Performing Horizontal Diversification Strategies.

Key Word: Rumah Makan, Marketing Strategy, TOWS, EFAS, IFAS