

ABSTRACT

Marketing strategy is very important to business owners. In this modern era, business marketing keeps growing fast and technology becomes one that can advance the economy with marketing strategy. Villa Arriza is an inn that is located in the Lembang area that still uses a manual marketing strategy. Using digital transformation can transform a manual strategy into a digital-based strategy to increase the number of consumers and the amount of revenue. In this research the design of marketing strategies on Villa Arriza using the framework and matrix method Boston Consulting Group (BCG) and SWOT analysis of the observation results. The growth rate of Villa Arriza market amounted to -0.06% while the market share amounted to 0.10% from 2017 to 2018 and was acquired on the Cashcow quadrant. The BCG framework design is aimed at increasing the number of consumers and revenues.

Keywords: Marketing strategy, villa Arriza, digital transformation, BCG framework, matrix BCG and SWOT analysis.