

ABSTRACT

The rapid technological growth that occurred in the Industrial 4.0 era had an impact on the needs in technology and the economy. One of the growths in Indonesia that has contributed to the development of the country is Micro, Small and Medium Enterprises (SMEs) This will be utilized by marketers to take advantage of opportunities to create Marketing Strategies.

The purpose of this research is to determine the right marketing strategy for SMEs in dealing with industry 4.0. The research method used in this study is a quantitative method by collecting data through a questionnaire using a Likert scale. With a total sample of 280 respondents. Data analysis techniques used descriptive analysis and multiple linear regression analysis.

The results of this study indicate that variables of marketing strategy formulation and implementation of marketing strategies significantly influence the readiness of industry 4.0 simultaneously, the formulation of marketing strategies and the implementation of marketing strategies significantly influence the readiness of industry 4.0 partially with the magnitude of influence of 55,2% while the remaining 44,8% was influenced by other factors not examined in this study.

Keywords: *Marketing Strategies, Industry 4.0*