

ABSTRACT

Wild houses are illegal houses inhabited by low-income people and industrial workers. To meet their needs for decent, affordable, suitable housing and reduce the number of illegal houses in Batam, BP Batam built rental flats. Currently, these flats are well known in 5 industrial area locations in Batam. Over time, several problems caused a decrease in the number of residents in flats in 2017-2018. These problems include the economic downturn, lack of marketing strategies, and the number/infrastructure of damaged and unchanged flats. Although improvements have been made and the economic situation has improved, there are still many people who are not interested in living in the BP Batam flats and choose to live in illegal houses.

The purpose of this research is to develop the right strategy to attract public interest in community marketing in the house owned by BP Batam. The aspects studied include internal factors, external circumstances, IE Matrix, TOWS Matrix, and implementing marketing strategies through STP and marketing mix.

The data collection technique uses the Forum Group Discussion (FGD) as primary data and company data and articles as secondary data. The sample in this study was 6 people, hereinafter referred to as resource persons. Resource persons will be asked about the aspects to be studied.

The internal condition of the BP Batam flats consists of high supply frequency, complete facilities, and infrastructure, good building structure, good management structure, which is well known in Batam, the number of human resources is insufficient, human resources are less competent, related to PERKA, weakness of bureaucracy, and less budget. External condition factors consist of temporary housing contracts, business development, increased tourism, revitalization, government policies, development, rental of housing by communities around the apartment, the level of economic growth, innovation from other apartment managers, current conditions, and the industrial level. other countries. The results of this study indicate that the BP Batam flats are in cell 5 in the IE Matrix which is called a growth strategy with concentration through horizontal integration. The marketing strategy adopted is the SO (Strength-Opportunity) Strategy. SO (Strength-Opportunity) strategy was chosen because the value of strengths and opportunities is greater than weaknesses and threats.

BP Batam can pay attention to the management of the SO (Strength-Opportunity) strategy that can be used in marketing the flats they manage. So that BP Batam can attract the interest of the people of Batam in inhabiting BP Batam flats, increasing income, and reducing the number of liars houses in Batam.

Keywords: External Condition Factors, Internal Condition Factors, IE Matrix, TOWS Matrix, and Proposed Marketing Strategy.