

ABSTRACT

A very significant decline in sales turnover has caused the community, especially MSME owners, to experience financial difficulties. One of the businesses affected by the Covid-19 virus pandemic is UD. Maju Jaya Perkasa, Ngantang District, Malang Regency. SWOT analysis is an analysis based on logic that can maximize strengths and opportunities, but at the same time minimize weaknesses and threats. This study aims to determine the internal, external factors and marketing strategies of UD building stores. Maju Jaya Perkasa, Ngantang District, Malang Regency in the era of the COVID-19 pandemic.

The method used in this research is qualitative with descriptive type. The data collection used observation and interview techniques, while the data analysis techniques used were data reduction, data presentation and drawing conclusions or verification. This study uses data validity techniques in the form of credibility, transferability and dependability.

The results of the study stated that UD. Maju Jaya Perkasa, Ngantang District, Malang Regency has internal factors in the form of human resources (HR), financial conditions, production, and marketing, while external factors include economic conditions, socio-culture, government policies, suppliers, technology, competitors and natural conditions. The marketing strategy implemented by UD. Maju Jaya Perkasa, Ngantang District, Malang Regency in the pandemic era is geographic segmentation by applying targeting around the Ngantang District area and positioning as a building shop that provides quality products at low prices and offers a variety of attractive promotions such as discounted prices and free shipping services.

The conclusion of this study, namely the UD building shop. Maju Jaya Perkasa, Ngantang District, Malang Regency has internal and external factors that can influence marketing strategies in the era of the COVID-19 pandemic.

Keywords: *Marketing Strategy, SWOT Analysis and the COVID-19 Pandemic*