

ABSTRACT

Bulumotto 77 (BM77) is one of the oldest badminton clubs in Bandung, run for generations since 1977. Located at Jl. Pasirlayung Selatan no.7-9. Cibeunying kidul, Kec. Pasirlayung, Bandung City. On a daily basis Bulumotto 77 provides facilities such as four badminton courts, one fitness room, one studio room, and provides a variety of badminton equipment, not only used for training. Bulumotto 77 also opens field rentals for the surrounding community to exercise. With the hope of focusing on producing and delivering young athletes to reach their goals. Along with the passage of time, Bulumotto 77 is currently experiencing several symptoms of problems experienced such as the number of athletes practicing still fluctuating, the emergence of many new competitors who offer instant guarantees of achievement, still promoting in traditional ways with elements of trust, as well as the lack of utilizing social media to the fullest. With the problems that have been written down, there are 4 alternative solutions produced, namely product, price, place, promotion. The four alternative strategies are processed using the SWOT analysis method to describe the internal factors and external factors in the BM77 Club, as an improvement in promotion, the QSPM method is carried out to determine marketing strategies to develop and strengthen competitiveness so that they can compete with other competitors. From these two methods, it produces three alternative strategies with the highest TAS value, namely using technological developments by creating content about the condition of facilities and infrastructure on digital media, changing traditional promotional activities to modern by digitizing using social media, inviting influencers to exercise at Bulumotto 77.

Keywords: Marketing Strategy, SWOT, QSPM