

ABSTRAK

Penelitian ini dilakukan untuk mengetahui kondisi XYZ *Department Store* dengan melihat bauran pemasaran ritel saat ini berdasarkan kekuatan, kelemahan, peluang dan ancaman yang dimiliki dan strategi alternatif serta prioritas strategi yang tepat bagi XYZ *Department Store* dalam pengembangan usaha jangka panjang dan meningkatkan penjualannya. Metode yang dipakai dalam penelitian ini adalah metode SWOT (*Strength, Weakness, Opportunity, Treats*) dengan data kekuatan, kelemahan, peluang dan ancaman. Dari hasil penelitian diperoleh faktor eksternal dan internal yang mempengaruhi kegiatan XYZ *Department Store*. Faktor Eksternal terdiri dari 5 peluang dan 5 ancaman. Untuk faktor internal terdiri dari 7 Kekuatan dan 6 kelemahan. Dari hasil SWOT diperoleh 3 strategi alternatif yang diintegrasikan dengan konsep IMC (*Integrated Marketing Communication*) yaitu *Expanding Modelling for Youth Direction, Conservativeness in Mature Republic, Connection to the New Faces*.

Kata Kunci : Bauran Pemasaran Ritel, PESTEL, SWOT, *Integrated Marketing Communication*

ABSTRACT

This research was conducted to determine the current condition of XYZ *Department Store* based on current retail mix of the strengths, weaknesses, opportunities and threats that are owned and the right alternative strategies and priority strategies for XYZ *Department Store* in developing long-term businesses and increasing sales. The method used in this study is the SWOT (*Strength, Weakness, Opportunity, Treats*) method with data on strengths, weaknesses, opportunities and threats. From the results of the study obtained external and internal factors that influence the activities of XYZ *Department Store*. External factors consist of 5 opportunities and 5 threats. Internal factors consist of 7 Strengths and 6 weaknesses. From the results of the SWOT, 3 *Integrated Marketing Communication* alternative strategies were obtained, namely *Expanding Modeling for Youth Direction, Mature Republic Conservancy, Connection to the New Faces*.

Keywords: Retail Mix, PESTLE, SWOT, *Integrated Marketing Communication*.