

ABSTRAK

Latar belakang penelitian di Mixue saat ini bahwa pemasaran sangat ramai, memiliki produk yang bervariasi dan harga yang relatif murah. Tujuan penelitian untuk mengetahui tentang strategi pemasaran dan analisis SWOT. metode penelitian menggunakan kualitatif deskripsi. teknik pengumpulan data melalui observasi wawancara dan dokumentasi subjek informan yang berada di Mixue Paskal 23 Kota Bandung, analisis data yang dilakukan reduksi data, penyajian data dan *verification*. lalu pengecekan data dilakukan dengan uji kredibilitas, Pengujian *transferability* dan Pengujian *confirmability*. Hasil penelitian analisis strategi pemasaran Mixue Paskal 23 melalui *offline* dan *online* yaitu *instagram, tiktok* dan platform *sofood, gofood, grabfood* dan menyediakan paket *bundling*. Menerapkan analisis SWOT kelebihan yaitu menggunakan media sosial *instagram, tiktok*, memiliki varian rasa dan minuman khas *tea*, kelemahan yaitu tekstur es krim mudah cair, memiliki kendala kondisi cuaca saat hujan dan keterlambatan pengiriman bahan baku, peluang menggunakan media sosial dapat membuat konten promosi, ancaman adanya bersaing dengan merek lain dan persaingan *franchise* Mixue Paskal 23 dengan *franchise* lainnya. Simpulan penelitian ini strategi pemasaran secara *online, offline* dan analisis SWOT dengan adanya kelebihan, kelemahan, peluang, dan ancaman perlu diperhatikan dalam rangka meningkatkan konsumen. Rekomendasi kepada pihak Paskal Mixue 23 memperhatikan efisiensi lokasi pemasaran bahan baku dan persaingan yang sehat antar cabang.

Kata Kunci : Strategi Pemasaran, Mixue Paskal 23 Bandung.

ABSTRACT

The research background in Mixue at this time is that marketing is very crowded, has variants of products and relatively cheap prices. The purpose of the study is to find out about marketing strategies and SWOT analysis. The research method uses qualitative description. data collection techniques through observation, interviews, and documentation of informant subjects in Mixue Paskal 23 Bandung City, Data analysis carried out data reduction, data provision and verification. then data checking is carried out with credibility tests, transferability testing and confirmability testing. The results of the research analysis of Mixue Paskal 23's marketing strategy through offline and online, namely Instagram, TikTok and sofood platforms, gofood, grabfood and providing bundling packages. Applying SWOT analysis, the advantages are using social media instagram, tiktok, having a variant of flavors and drinks typical of tea, weaknesses namely ice cream texture is easily liquid, has constraints on weather conditions when it rains and delays in shipping raw materials, opportunities to use social media can create promotional content, the threat of competing with other brands and the competition of the Mixue Paskal 23 franchise with other franchises. The conclusion of this study is online, offline marketing strategies and SWOT analysis with advantages, weaknesses, opportunities, and threats need to be considered in order to increase consumers. Recommendations to Paskal Mixue 23 pay attention to the efficiency of raw material marketing locations and healthy competition between branches.

Keywords: Marketing Strategy, Mixue Paskal 23 Bandung.