

ABSTRACT

This study aims to provide input for effective and efficient marketing strategies for the company of PT. PITERGAN ARCHITECT in Jakarta to compete and excel in competition with other architect consultants from Asean countries in the era of Asean Economic Community or MEA competition. In this study the authors use qualitative methods with Descriptive Analysis approach. Obtaining data through library studies and internal institutions. With data analysis consisting of analysis of external and internal environment of company, Marketing Mix, and STP (Segmenting, Targeting, Positioning). Which in the next stage is analyzed with SWOT Matrix, IE Matrix and Matrix Grand Strategy. The results of this study concluded that PT. PITERGAN ARCHITECT shall enhance the marketing strategy and internal quality of the company as part of promoting the promotion, popularity and quality of the design to compete and excel to other consultants from other Asean countries. Strategies can be pursued with Market Development, Market Penetration, Product Development Strategies and Concentric Diversification Strategies. Which position of the company based on the IE matrix is positioned Growth which has more strength and opportunities than threats and weaknesses.

Keywords: Marketing Strategy, Architect, AEC, Swot Analysis, Grand Strategy Matrix.