

## **ABSTRACT**

*Increasing company's profit is not an easy way especially if it is a new and small company. One of ways that can be used as an effort to increase company's profit is using marketing strategy. Therefore, on this research marketing strategy of Golden Porta as a new and small company was discussed.*

*The analysis method used is qualitative analysis whereas the method in collecting data used is in-depth interview, library research and observation through mass media, and internet. This marketing strategy formulation is derivative company's strategy using strategic management approach by using the analysis tools of IFAS, EFAS, Five Forces Model of Michael Porter. Whereas, on marketing strategy, this research is using the analysis of STP (segmentation, targeting, positioning) and services marketing mix as well as TOWS. The internal and external factors of this company are needed to analyze IFAS and EFAS that are combined to get the best strategy by using TOWS analysis.*

*Based on the result of the analysis of external factors, it can be seen that the opportunities of Golden Porta are higher than the threats, whereas, based on the analysis of internal factors, it can be seen that the weaknesses of Golden Porta is higher than the strengths. Based on the five aspects of competitive force by Michael Porter, competitive analysis of Golden Porta shows that its unprofitable position is higher than the profitable position.*

*The conclusion of this research is that the competition among the same industry is very tight so that Golden Porta must enhance the strategy in order to increase company's profit.*



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