

## ABSTRACK

This study aims to analyze the marketing strategy at PT. Global Genetics Indonesia especially the marketing mix applied by the company. Then to find out the results of Strength analysis, Weakness, Opportunities, and Threats as well as an overview of the strategy so that it can be applied to increase product sales. Using SWOT, Matrix, EFAS, and IFAS research techniques. This research uses a qualitative method, which is a case study that produces descriptive data that is set forth in words. Data collection techniques in this study the authors made a direct visit to PT. Global Genetics Indonesia to conduct a personal interview with Manager Ms. Herlina and complete with sales data for 2018. The conclusion of the analysis conducted on the marketing strategy of PT. Global Genetics Indonesia is a company that has implemented a marketing strategy correctly and appropriately and in the calculation of the SWOT analysis in quadrant position 1, namely Growth. Which the company can develop, maintain and improve the quality of products so that people continue to believe in Proderma products. Then the company has fulfilled the character and paradigm of sharia marketing by winning mind share, market share and heart share. Although in terms of product variables in its marketing mix, PT. Global Genetics Indonesia. But in terms of its marketing process activities the company is honest with what is offered and is not excessive.

Keywords: SWOT, IFAS, EFAS,