

ABSTRAK

Penelitian ini membahas strategi pemasaran untuk meningkatkan daya saing Toko Isano Collection Lhokseumawe di tengah persaingan usaha ritel yang ketat. Isano Collection menjual berbagai merek sandal dan sepatu serta telah memanfaatkan media sosial sebagai saluran promosi. Tujuan penelitian ini adalah menganalisis faktor internal dan eksternal (SWOT) pada Isano Collection serta merumuskan strategi komunikasi pemasaran yang dapat meningkatkan daya saing usaha. Penelitian ini menggunakan pendekatan kualitatif dengan pengumpulan data melalui observasi lapangan, wawancara mendalam dengan pemilik, pengelola, karyawan, dan pelanggan, serta studi dokumentasi. Hasil analisis SWOT menunjukkan bahwa kekuatan (Strengths) Isano Collection meliputi kelengkapan varian merek dan produk, lokasi yang strategis, kualitas produk, layanan ramah, promosi online aktif, dan penawaran diskon produk. Kelemahan (Weaknesses) mencakup keterbatasan jumlah karyawan dan sistem pencatatan stok manual. Peluang (Opportunities) ditemukan melalui pemanfaatan media sosial, kerja sama dengan pemasok luar kota, dan pemanfaatan momen hari besar, sedangkan ancaman (Threats) berasal dari hadirnya pesaing baru, persaingan harga, serta perubahan tren fesyen sepatu. Berdasarkan temuan tersebut, strategi komunikasi pemasaran Toko Isano Collection yang disarankan meliputi interaksi tatap muka (personal selling) di dalam toko, iklan/promosi digital melalui media sosial, dan penguatan komunikasi antar-pelanggan (word-of-mouth). Hasil penelitian diharapkan dapat memperkuat daya saing usaha Isano Collection di pasar lokal.

Kata Kunci: Strategi Pemasaran, *SWOT* (*Strenght*, *Weakneses*, *Opportunities*, *Threats*), Komunikasi Pemasaran, Isano Collection.

ABSTRACT

This study discusses marketing strategies to improve the competitiveness of the Isano Collection Store in Lhokseumawe amidst tight retail business competition. Isano Collection sells various brands of sandals and shoes and has utilized social media as a promotional channel. The purpose of this study is to analyze internal and external factors (SWOT) at Isano Collection and formulate a marketing communication strategy that can improve business competitiveness. This study uses a qualitative approach with data collection through field observations, in-depth interviews with owners, managers, employees, and customers, and documentation studies. The results of the SWOT analysis show that the strengths of Isano Collection include the completeness of brand and product variants, strategic location, product quality, friendly service, active online promotions, and product discount offers. Weaknesses include the limited number of employees and a manual stock recording system. Opportunities are found through the use of social media, cooperation with out-of-town suppliers, and utilization of big day moments, while threats come from the presence of new competitors, price competition, and changes in shoe fashion trends. Based on these findings, the marketing communication strategies of Isano Collection Store that are suggested include face-to-face interaction (personal selling) in the store, digital advertising/promotion through social media, and strengthening communication between customers (word-of-mouth). The results of the study are expected to strengthen the competitiveness of Isano Collection's business in the local market.

Keywords: *Marketing Strategy, SWOT (Strength, Weaknesses, Opportunities, Threats), Marketing Communication, Isano Collection.*