



Marketing Mix Strategy in Increasing Customer Loyalty CV. Elmira Productions

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Article Info	Abstract
Keywords: <i>SWOT Analysis and Marketing Strategy</i> Paper type: <i>Research Paper</i> <i>Received: 2 Januari 2022</i> <i>Revised: 15 februari 2022</i> <i>Accepted: 28 Maret 2022</i> <i>Available online: 1 April 2022</i> *Corresponding author: muzayyanah_jabani@uinpalopo.ac.id	<i>This study discusses how the Marketing Mix Strategy in Increasing Customer Loyalty at CV. Elmira Productions. This study aims to determine the marketing strategy implemented by CV Elmira Production through marketing mix and SWOT analysis in increasing consumer loyalty. The subject of this research is the owner of CV Elmira Production. Data collection techniques carried out by researchers were interviews and documentation directly to the business owner. Besides that, there is additional data from reading books and also other sources related to the research title. The data obtained from the results of data collection are then analyzed using SWOT analysis to find out what are the Strengths, Weaknesses, Opportunities, as well as threats from the marketing strategy undertaken by the company. In addition, the results of the SWOT analysis research are shown by the Cartesian diagram calculation results that CV. Elmira Production is in quadrant I, which is aggressive with the implementation of a Growth Oriented Strategy which is a very profitable situation for the company. Where, the company has the power so that it can take advantage of existing opportunities</i>

INTRODUCTION

Competition in today's business world continues to occur. For this reason, every company needs to continue to strive to develop and introduce the uniqueness of its business to the public (Mufidah et al., 2021). Companies are also competing with each other in introducing the advantages of each company field both in the service and product sectors.

Every company has a marketing strategy implemented in order to attract the attention of consumers. With a marketing strategy, people can also find out the existence of their products/services in the market (Morgan et al., 2019). Marketing strategies that are developed usually use media that can support the company's efforts in introducing its products, for example print media and electronic media which are very commonly used.

The use of Event Organizer services is increasingly needed by every activity day by day. The development of Event Organizers in the city of Palopo is very rapid besides that there are many other Event Organizer business competitors also vying to show that the service products produced can satisfy their users and attract future consumers, one of which is CV. Elmira

Production is one of the EOs or service products that is included in the tight competition from Event Organizer businesses in the city of Palopo. Event Organizer (EO) is the management of an activity (event organizer). Every activity held aims to gain benefits for both parties, both the organizers and those present when the activity takes place (Mei Mei & Andry, 2019).

In an Event Organizer business, relationships and clients are needed so that the business is run successfully and lastingly. For this reason, an event-based promotional media is needed. Promotion or marketing that is offline is not right for those who are starting the Event Organizer business for the first time (Dewi, 2017), because apart from spending a lot of money it is also not efficient in time. And the solution is a form of promotion and marketing that is online. In this study, it will be revealed that what marketing strategies are used by CV. Elmira Production through SWOT analysis which is used as the basis of research in captivating consumers' hearts so that the author provides inspiration by raising the research title "Marketing Mix Strategy in increasing customer loyalty at CV. Elmira Productions".

Literature review

Event Organizer

Event Organizer is a type of business in the world of entertainment business that requires competent human resources in this field. The profession as an Event Organizer requires a person who is brave, creative with bright ideas so that he can provide quality services that have an impact on customer satisfaction. According to Rhenaldi Kasali, event organizers say that the event organizer business is a business that applies sustainable and consistent management concepts in exploring the world of entertainment to the fullest. In fact, the work pattern contained in an Event Organizer has existed since ancient times, where there were community groups that organized an event and in it there was a division of tasks according to the achievement of an event. Rumerung (2018) Say that until now, This principle is still used in organizing an event so that the existence of event organizers in society is growing rapidly. This is further supported by the development of technology in the world of advertising where many companies are increasingly active in promoting their products, and they think that one of the most promising promotional media is sponsoring an event to be held. (Rumerung 2018).

SWOT analysis

SWOT analysis consists of Strengths, Weaknesses, Opportunities, and Threats, which contain the main strengths, weaknesses, opportunities and threats and are usually presented in tables or lists. SWOT analysis describes the external and internal conditions of an organization which will later be used as a basis for determining work strategies and programs.

In general, Strengths (strengths) and Weaknesses (weaknesses) are conditions originating from the internal company, while Opportunities (opportunities) and Threats (challenges) are based on conditions originating from external companies. According to Rangkuti, SWOT analysis is a process of systematically identifying various factors that are used to determine the right formulas and implement the best strategy in an organization/company.

1) SWOT Analysis function

SWOT analysis serves as information or analysis of internal situations (strengths and weaknesses) and external (opportunities and threats). The SWOT analysis from Nilasari (2017) will provide an explanation of whether the information indicates something that will help the company achieve its goals or provides an indication that there are obstacles that must be faced or minimized to meet the desired expectations.

2) SWOT analysis has the following benefits:

a) Provides an overview of an organization based on four dimensional angles, namely strength, weaknesses, opportunities, and threats. From this it is hoped that decision making will become more comprehensive.

b) Can be used as a reference for making long-term decision plans

c) Able to provide understanding to stakeholders who wish to sympathize and even join the company in a mutually beneficial partnership.

d) Can be used as a routine assessment in seeing the progress report of every decision that has been made so far (Fahmi 2018).

3) The purpose of the SWOT analysis

Helm et. al (2017) reveal that SWOT analysis has the main objective to identify the overall company strategy. The main purpose of SWOT analysis for companies is to justify the internal and external factors of the company that have been analyzed which is the starting point in the company's strategic planning. (Helms 2017) If there is an error in planning, the company must manage to maintain and take good advantage of the opportunities that exist. The company must also know the weaknesses faced so that they become strengths and overcome threats so that they do not experience bankruptcy.

4) SWOT Analysis Factors

a) External Factors

These external factors influence the formation of opportunities and threats (O and P). Where this factor is closely related to the conditions that have occurred outside the company that has influenced the decision making of a company. Fahmi (2018) in addition for this factor summarizes the industrial environment and macro business environment, economics, legal politics, technology, population, and socio culture. (Fahmi 2018).

b) Internal factors These internal factors can influence the formation of strengths and weaknesses (S and W). Fahmi (2018) show where this is a factor that concerns the conditions that occur in the company, this also influences the formation of decision making in a company. Internal factors include all types of functional management: marketing, finance, operations, human resources, research and development, management information systems and corporate culture (corporate culture). (Fahmi 2018) External and internal factors in the SWOT perspective have an assessment of the condition of a company, while the assessment is measured based on several conditions.

METHODS

This type of research is field research (Field Research) from Supardi (2017) is research in which data and information are obtained from activities in the research work field. (Supardi

2017) For the method using descriptive Qualitative Research. That is Qualitative research is methods for exploring and understanding the meanings that a number of individuals or groups of people ascribe to social or humanitarian issues. This qualitative research process involves important efforts, such as asking questions and procedures, collecting specific data from participants, analyzing data inductively from specific themes to general themes, and interpreting the meaning of the data. The final report of this research has a flexible structure or framework (Azwar 2017)

RESULTS AND DISCUSSION

From the results of research that has been conducted at Cv. Almira, data collection was carried out by conducting interviews and direct observation at the research location. Various strategies carried out by Cv. Almira in facing business competition is not inferior to Iven Organization's efforts in this increasingly advanced era. With the strategy that is carried out, it will lead to a good or bad perspective from consumers. If the strategy is carried out well, good perceptions will arise in the minds of consumers and will lead to an increase in the number of consumers and income.

Competition Iven Organization's efforts are currently very tight, as evidenced by the current number of IO businesses in the city of Palopo, which continues to increase. The marketing mix strategy is an effort carried out by Cv. Elmira in carrying out marketing actions with the aim of increasing the number of consumers. In preparing the marketing mix strategy to increase the number of customers, Mrs. Suraida as the business owner of Cv. Elmira as follows:

"To attract consumers and to increase the number of customers in Cv. Elmira, of course we have to improve the quality of service, and affordable prices for consumers and provide discounts for customers who have become regular customers, besides that we also try to improve the quality of service so that consumers can feel satisfied using the services of Cv. Elmira so that customers can indirectly promote the services of Cv. Elmira and invited to use the services of Cv. Elmira, the most important thing is that we are trying to build trust in consumers that the services of Cv. Elmira has good qualities".

Based on the results of these interviews, it can be concluded that in increasing the number of customers of Cv. Elmira is carried out in various ways, such as improving service quality and prices that can be reached by customers and providing discounts to customers who always use Sv. Elmira. In addition, Cv. Elmira always pays attention to consumer comfort with good service quality, and builds customer confidence that Sv. Elmira has good qualities.

The implementation of the marketing mix strategy is one of the efforts made by Cv. Elmira in increasing the number of customers. The marketing mix strategy carried out by Cv. Elmira to market its services so that it is known by the expected customers, namely an increase in the number of customers and of course it will increase the amount of revenue. Marketing mix on Cv. Elmira has a role in increasing the number of customers. This was explained in an interview conducted with IU Suraidah as the business owner of Cv. Elmira is as follows:

"In our promotional strategy we often hold events to introduce Cv. Elmira to the wider community, we usually hold a children's peshion show competition, work with agencies

such as joining the FEBI Carir Day activities held by the IAIN Palopo campus, as well as joining several local events in the city of Palopo, at the event held by our side distributing business cards and put up booths so people know about cv services. Elmira”

Based on the results of these interviews, it can be concluded that improving customer quality by increasing promotions is urgently needed in introducing our services and attracting a number of customers. Mrs. Suraida as a business owner again explained:

"during the pandemic we promoted more massively via social media, continued to build partnerships with outsiders. Promotion through social media such as IG has quite a good impact in introducing our services to the wider community because it is faster to reach the wider community and the process is also fast."

In the promotional mix Cv. Elmira initially focused on offline promotions that directly touched customers to make it easier to build customer trust and to attract customers to use the services of Cv. Elmira. However, during a pandemic like today, Cv. Elmira uses social media as a promotional medium because she feels it is more effective and easier to reach the wider community. Social media is a place for many people nowadays, to introduce services more broadly, a business must be able to be present and keep abreast of increasingly rapid developments, one of which is by engaging in social media. In terms of products, Mrs. Suraida conveyed the following:

"For the quality that we produce, we feel it is good because we always try to provide the best for customers so they are not disappointed and so that customers can continue to use our services. If our products satisfy customers and are in accordance with their wishes, they will definitely return to use our services. And we have also served stage decorations and other decorations as well as being a vendor and wedding organizer, so that it will make it easier for our service users because we are already engaged in various fields”

Based on these interviews, it can be concluded that the role of the product in increasing the number of customers has a role in increasing the number of customers because the services of Cv. Elmira has good product quality and more variety than other companies. Price indicators also play a role in increasing the number of customers in Cv. Elmira. This was explained by Suraidah's mother as follows:

“price plays a very important role in increasing the number of customers, we charge prices that are relatively the same as other companies, but in our company there is something special we provide package services where customers only need to pay once and we provide everything customers just have to enjoy, because we provide from from the equipment to the human resources needed, we also sometimes give discounts to customers who frequently use our services.”

Based on the results of these interviews it was concluded that price has a significant role in increasing the number of customers in Cv. Elmira because the affordable price will certainly attract the number of customers and users of cv services. In addition, Elmira offers discounted prices for customers who always use the services of Cv. Elmira will be the main attraction in

attracting customers to continue using CV services. Elmira. In determining the price, Mrs. Suraidah as the business owner explained that:

“In determining prices we usually calculate from the products used and what services are used, because we also have package services that customers can choose from, besides that the distance to the location where our services are used is also a consideration in determining prices and level of complexity.”

In terms of location, it is one of the supports to attract customers, which is explained by Mrs. Suraidah as follows:

“our place of business is not one of the focuses and benchmarks for getting customers, because we are engaged in services, namely event organization services, so the location of the place of business is not so influential because what we focus on is how we can be known and can provide good service so that customers can continue to use our services.”

From the results of these interviews it was concluded that location is not a driving factor for attracting customer interest, as is the case in the service sector such as dicv. Elmira, which is engaged in event organization services, does not really focus on the location of the place of business and the place of business does not have an impact on the number of customers.

In terms of human resources, it also has an impact on business, especially in increasing customer loyalty, as stated by Mrs. Suraidah from the results of the interview, namely as follows:

“in our company we try to build teamwork well, this can make it easier to provide services to customers, a solid team will also provide its own comfort for customers, besides that we also provide adequate human resources so that it can fulfill customer requests when there is a problem. need MC, or need cateringng. At our company we also divide several teams, such as the decoration team, the equipment section, consumption and others, this is done so that the work can be done properly and not expect each other, our team is also taught to be friendly and polite to guests our customers. With good human resources and a solid team, it is hoped that we can provide comfort for our customers and continue to attract more customers.”

From the interview it can be concluded that cv. Elmira empowers human resources well, this is done because human resources are one of the factors that can determine whether a service or business is good or not. Cv. Elmira empowers human resources well where they form several solid work teams who are able to work well and can adapt in various activities. This is in line with the results of observations made where it was seen that the work team cv. Elmira in an event works well according to their respective duties, besides that the HR cv. Elmira is also friendly and always serves guests well.

The process of being part of the marketing mix is also not less important than the other marketing mixes, because the process is also a determining part of customer loyalty, as stated by Mrs. Suraidah as the business owner as follows:

"We at the company have to obey what the customer wants, sometimes there are customers who ask for the complete package, there are also those who ask for the decoration package,

there are also those who only package tents and chairs. Our team will prepare according to the customer's request, for example, if a customer asks for a complete package, our team will prepare everything, such as catering, sound system, photographer, MC, as well as our team who picks up and directs the invitations."

From the results of the interview it was concluded that the work process in cv. Elmira is well organized and runs according to the wishes of the customer, this is a separate point for cv. Elmira in attracting customers to continue using the services of cv. Elmira. This is in line with the results of observations made where it was seen that the cv team. Elmira works according to procedures and customer wishes. A good, structured work process will present good quality and can provide convenience for customers so that customer loyalty can be achieved.

Marketing Strategy in (CV. Elmira Production)

Marketing strategy is a way for a company as a whole in the field of marketing which provides a guideline for the activities carried out to achieve marketing goals for a company.

Marketing strategy is very important for business survival in generating profits. In this marketing strategy, the researcher applies a marketing mix, namely 7P (product, price, promotion place, people process, physical evidence). In an effort to carry out a marketing strategy aimed at encouraging consumers to make purchases directly by using various successful strategies to attract consumers.

From the results of the interviews that determine the product in the CV. Elmira Production, namely carrying out service activities such as Weddings, Aqiqah, Thanksgiving, Launching, Festivals and several other major events. So that this attracts a lot of consumer interest because the services that are usually carried out in Palopo City are rarely found providing services at big events.

The marketing strategies that can attract public interest by implementing the 7P mix are:

1) Product Strategy (product)

From the results of interviews with sources explained by the owner of the Event Organizer, namely Ms. Suraidah, who said that the products contained in the CV. Elmira is a service that helps clients to organize the desired event within their budget, proposes quite interesting concepts to clients, provides proposals and suggestions regarding vendors for events to clients, organizes events as a whole in various aspects of needs. The products contained in the CV. Elmira is an Event Organizer, Wedding Organizer and Vendor.

2) Price Strategy (price)

CV. Elmira has set prices for each activity and the amount and time of goods to be rented according to what has been determined below:

Table 1. Luwu Raya Outdoor Budget

1	Venue rental (hall tent) 5x10m	1	Package	7		12,000,000	12,000,000	Includes carpet and flooring
2	Exhibition table + cover	1	Pcs	6	Day	50,000	300,000	
3	Futura chair + cover	3	Pcs	6	Day	20,000	360,000	
4	Soundsystems	1	Package	2	Day	1,500,000	3,000,000	
5	Spg	1	org	2	Day	250,000	500,000	
6	Gate	1	units	6	Day	2,000,000	2,000,000	
7	team	1	Package	7	Day	2,500,000	2,500,000	
Total								
Management Fee (10%)						10%	2,066,000	
Grand Totals							22,726,000	

Table 2. Outdoor Budget Outside Luwu Raya

1	Venue rental (hall tent) 5x10m	1	Package	7		12,000,000	12,000,000	Includes carpet and flooring
2	Exhibition table + cover	1	Pcs	6	Day	50,000	300,000	
3	Futura chair + cover	3	Pcs	6	Day	20,000	360,000	
4	Soundsystems	1	Package	2	Day	1,500,000	3,000,000	
5	Spg	1	org	2	Day	250,000	500,000	
6	Gate	1	units	6	Day	2,000,000	2,000,000	
7	team	1	Package	7	Day	3,500,000	3,500,000	
Total								21,660,000
Management Fee (10%)						10%	2,166,000	
Grand Totals								23,826,000

From the table it can be explained that the prices set by CV. Elmira both inside Luwu Raya and outside Luwu Raya in accordance with the time and goods for rent as well as several employees who have been prepared according to the number requested. 3) Promotion Strategy(promotion)

From the results of direct research, as well as the interviews I conducted with the owner of the CV. Elmira Mrs. Suraidah who said that promotions are usually carried out in 2 ways, namely online and offline, if the offline promotion method is carried out through collaboration with events at certain events and sponsoring the event, besides that the usual way of promotion is carried out, namely conducting price cuts for certain events in accordance with the needs of the activity. promotions are also carried out online which are mostly carried out by other companies in general, through social media such as Instagram, Facebook and Whatssap which are often carried out in the last 2 years after the Covid 19 Pandemic. Sponsorship collaboration carried out by CV. Elmira to attract consumers so that CV services. Elmira is in great demand by customers and the results of CV's performance are satisfactory. Elmira

4) Distributor Strategy (place)

Like what I have discussed with the owner of the EO, namely Mrs. Syraidah, where we have conducted interviews with the business owner who said that the place or location of the CV. Elmira namely JL. Malaja Ma, Komp. UNCP Lecturer Housing Block B6, Palopo City. After I made observations the location looked like ordinary housing from the outside but this place was only for safekeeping of goods, because as we know that EO is a service business which serves

the buyer according to the intended location, but the most important thing is the target market CV Elmira here is all of Luwu Raya where Palopo City is the center or it can be said that the Madya City is strategically located to visit areas around Luwu Raya.

5) people

After I made observations at several places or event locations that used CV. Elmira's services, I saw firsthand the performance and cohesiveness of employees at CV. Elmira, especially in setting up the stage, setting up sound systems, tents and several tools used in each event, besides that the cohesiveness of CV. Elmira's employees was very good when the event was in progress, where they had prepared spare equipment that could be lacking or damaged during the event and the employees welcomed guests in a friendly and courteous manner. In addition, I have interviewed one of the customers at the event who said that he was very satisfied with the service provided by CV. Elmira especially in terms of decoration and time in doing her job.

4) Process

The process referred to here is how to work when serving customers, from the results of interviews and observations that I made at several events that used the services of CV. Elmira, in this case, the EO has to obey what the customer wants, where they do it depending on the request from the customer, usually there are customers who want the complete package, there are also those who ask for decoration packages or tents, chairs and so on. In this case, if the customer asks for a complete package, the team from CV. Elmira prepared the decorations followed by preparing the installation of tents and preparations for food catering, sound systems, photographers, MCs and the team from CV. Elmira, who picked up and directed the invited guests at the event, what distinguished CV. Elmira and other EOs, at CV Elmira, the team has worked closely with the event owner to distinguish special guests from those who don't. In the event must be inserted by CV. Elmira where the catering sounds system and the photographer work together with CV. Elmira to complete the complete package desired by the customer.

5) Physical facilities (physical evidence).

The physical facilities here are the environment and the layout of both the equipment and the room in the research object, where observations and interviews with several customers and one of the employees from CV. Elmira is in terms of the decorations that are installed, of course it is very neat and the type of decoration is more modern and organized, usually the decorations are installed according to requests from the customer besides that the installation of tents and chairs that have been prepared by the CV. tables with tablecloths of the same color and tents with a more modern model that are white in color make the setting up of the tent more pleasing to the eye, this is what makes CV.

SWOT analysis

1. Internal environment SWOT analysis

a) Strength

In the SWOT analysis, strengths are the advantages possessed by business actors in running their business and these strengths have an influence on business development, while the businesses owned by CV. Elmira production namely:

1) Has legality in the Luwu Raya region and its surroundings

- 2) Has a wide network in the marketing department
- 3) Having many working relations in every event held by CV. Elmira
- 4) Quickly adapt to the environment and follow the trends that exist every year
- 5) Has a complete package in every activity

b) Weaknesses

Weaknesses in the company that can hinder or reduce the results of EO are as follows:

- 1) Effect of business competition
- 2) Almost the same decoration as other EOs
- 3) EO prices are sometimes relatively cheap for the Owner EO family
- 4) An increase in the price of goods that causes the price of the Event to rise dramatically

1. External environment SWOT analysis

a) Opportunities

Opportunity is a condition which can support or opportunity for the business owner to further grow and develop. As for the opportunities that are owned by CV. Elmira Production:

- 1) Has national scale legality
- 2) High level of market demand outside the city of Palopo
- 3) Has many relations outside the city of Palopo
- 4) Have a good image among the public
- 5) Always a sponsor at every major event in the city of Palopo

b) Threats

Threats are problems that will be faced by companies in developing their business.

As for the things that are considered a threat by Elmira Production, namely:

- 1) There are competitors with the same type of business
- 2) Price competition given to attract consumers
- 3) The influence of covid-19 which reduces income
- 4) Erratic weather affects the event

Based on the SWOT analysis that has been grouped by the researcher from the results of the interviews, an evaluation matrix for Internal Factors and External Factors will be made in the form of a table.

2. IFAS Matrix/IFUS(Internal Factor Analysis Summary)

After the internal strategic factors of a company are identified, an IFAS (Internal Factor Analysis Summary) table is compiled to formulate these internal strategic factors in the framework of the company's strengths and weaknesses. the stages are:

- 1) Determine the factors that are the strengths and weaknesses of the company in column 1.
- 2) Bri weight of each of these factors with a scale ranging from 1.0 (most important) to 0.0 (not important), based on the influence of these factors on the company's strategic position. (All these weights cannot exceed a total score of 1.00).

- 3) BGive a rating of 1 to 4 for each factor to indicate whether the factor has major weaknesses (rating = 1), minor weaknesses (rating = 2), minor strengths (rating = 3), and great strengths (rating = 4). So actually, the rating refers to the company while the weight refers to the industry in which the company is located.
- 4) Multiply each weight by its rating to get the score.
- 5) Add uptotal score of each variable.

Table 3. Internal Factor Evolution Matrix (IFE Matrix)

Internal factors	Weight	Ratings	Value score
Strength			
Has the legality of the Luwu region and its surroundings	0.15	4	0.6
Has a wide network in the marketing department	0.13	4	0.52
Have a working relationship every event held	0.12	4	0.48
Quickly adapt to the environment and follow the existing trends	0.14	4	0.56
Has a complete package in every activity	0.13	3	0.39
Sub-Total	0.67		2.55
Weakness			
The influence of business competition	0.12	3	0.36
The decoration is almost the same as other EOs	0.09	2	0.18
Prices are sometimes relatively cheaper for the EO owner's family	0.09	2	0.18
An increase in the price of goods that makes an increase in eo increases	0.12	2	0.24
Sub-Total	0.33		0.96

On the internal factor the weight value for Strengths (strengths) and Weaknesses (weaknesses) is 3.51. Because the total score is above the average of 2.5, it means that the internal position of the company is very strong. There are five stages of compiling the matrix of external strategic factors, namely:

- a.) Determine the factors that become opportunities and threats.

- b.) Bri weight of each factor ranging from 1.0 (very important) to 0.0 (not important). These factors are likely to have an impact on strategic factors. The sum of all weights must equal 1.0.
- c.) Countratingsfor each factor by giving a scale from 1 to 4, where 4 (very good response), 3 (above average response), 2 (average response), 1 (below average response). This rating is based on the effectiveness of the company's strategy, thus the value is based on the condition of the company.
- d.) Multiplyrespectively, weighted by its rating to get a score.
- e.) Add up all the scores to get the company's total score. This total value shows how a particular company reacts to its external strategic factors.

Table 4. External Matrix of Evolution Factors (EFE Matrix)

Has national scale legality	0.12	4	0.48
High level of market demand outside the	0.12	4	0.48
Has many relations outside the city of	0.10	3	0.30
Have a good image among the public	0.08	2	0.16
Become a sponsor and cooperate with	0.12	3	0.36
Sub-Total	0.53		1.78
THREAT			
There are competitors with the same type	0.14	3	0.42
Price competition given to attract	0.12	2	0.24
The influence of covid 19 which reduces	0.13	3	0.39
Unpredictable weather	0.10	2	0.20
Sub-Total	0.47		1.25
TOTAL OT		1.78+1.25=	3.03

On the internal factor the value weight for Opportunity (Opportunity) and Thread (threat) is 3.04. Because the total score is close to 4.0, this means that the internal position of the company is very strong. Furthermore, the total score of each factor can be identified as strength 2.55, weakness 0.96, opportunity 1.78, threat 1.25. So it can be seen that the difference in the scores of the strength and weakness factors is (+) 1.58 , while the difference in the total scores of the opportunity and threat factors is (+) 0.55. Below is a picture of Uncle Dil's Barbershop's SWOT Analysis Cartesius diagram:

SWOT is an acronym for strengths, weaknesses, opportunities and threats. Based on the results of the IFAS matrix and the EFAS matrix, it is entered into the IE SWOT matrix which is in the first quadrant position with maximum strength and opportunities.

CONCLUSION

Promotion is usually carried out in 2 ways, namely online and offline, if the offline promotion method is carried out through collaboration with events at certain events and sponsoring the event. In addition, you can also carry out promotions by cutting prices for certain events according to the needs of the activity. The cohesiveness of the employees at CV.Elmira, especially in setting up the stage, preparing the sound system, tents and some of the tools used in each event, apart from that the cohesiveness of the CV.Elmira employees was very good when the event was in progress, where they had prepared spare equipment which could be when the event is lacking or damaged and the employees welcome guests in a friendly and polite manner.

ResultsSWOT analysis above that in an IFAS matrix can show strengths and weaknesses which have a total score of 3.53. This can indicate where CV.Elmira Production's business is in a strong internal position. Furthermore, in an EFAS matrix it shows that in the opportunity and threat factors it has a total score of 3.03. Where this indicates that the business of CV.Elmira Production responds to existing opportunities by avoiding threats in its industrial market. Opportunities (opportunities) are more than Weaknesses (weaknesses), so CV.Elmira Production is a good business.

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