APPROXIMATE

MARKETING STRATEGIES OF STUDENT APARTMENT IN SURABAYA

Student Name : Reno Bramantyo
Student Identity Number: 3211208001
Supervisor : Ir. Purwanita Setijanti, M.Sc., Ph.D.
Co - Supervisor : Ir. Ispurwono Soemarno, M.Arch.,Ph.D.

ABSTRACT

Apartment as residential is now becoming an option for people to fill their needs for shelter. Nowadays, many developers provide custom attributes for the apartment, such as location of the student apartment which is close to the target market that reasonable for marketing. When formulating the marketing strategy, the developer must evaluate all of the strengths, weaknesses, opportunities and threats. The aim of this study is to determine the factors that are considered by the developer to market the apartment market which have specific attribute and determine the business position on IE matrix.

This study use descriptive-qualitative method. Study visits, interviews and documentation from the developer are the methods that are uses for collecting datas. Step analysis begins with a SWOT analysis and the results are summarized in Table EFAS (External Factor Analysis Summary) and IFAS (Internal Factor Analysis Summary).

From the summary’s analysis it can be concluded that the student apartment in Surabaya has internal marketing factors: residential units for sale, apartment facilities, sale price, special price, description of the media campaign, using the media internet advertising, special sales promotion, the location of the apartments of the institution education (accessibility), and the location of the apartment with educational support facilities. In the IE matrix, the position is in the first cell which mean to grow and thrive (grow and develop). Marketing strategies that can be applied are the market penetration strategy, market development, and product development.

Key Word: student apartment, marketing strategy, SWOT.