

Abstract

August 2019 was the beginning of the corona virus spread in China, especially in Wuhan. This made the Chinese government enacted *lockdown*, so that the virus did not outspread in all regions. However, major countries in the world started to contract corona virus one by one. Indonesia is ranked 23 in the covid-19 epidemic (Dipna, 2020). PT KAI is one of transportation enterprises that had to stop its business to transport passengers. This leaves PT KAI in financial deficit. *Rail express* is a favored strategy as an effort of PT KAI to survive during large-scale social restrictions (PSBB). This study aims to evaluate the product marketing strategy of *rail express* in Operating Area 4 (Daop 4) Semarang and to identify internal and external factors which affect the success of a product in a market through a marketing strategy.

This study uses a qualitative approach with case study as the research type. The selection of respondents in this study is carried out by using non-probability sampling method with purposive sampling type. Data collection technique used in this study is in-depth interviews. Data analysis method in this study uses the strategy evaluation theory which starts from reviewing the basic strategy by making IFE and EFE Matrix; then performance measurement; up to corrective actions as the last step. The three stages are carried out twice; the first is based on the marketing strategy after the revision, and the second is based on the marketing strategy before the revision.

From the whole data analysis activities, it is figured out that so far the product marketing strategy of rail express conducted by Operating Area 4 Semarang is relatively good in choosing and implementing the current marketing strategy. It is proven by analysis results of IFE and EFE Matrix as well as working performance measurement that have increased.

In practice, however, there are some aspects that need to be improved in accordance with the currently implemented marketing strategy, which relates to the mindset that face to face marketing is better than digital media utilization, limited location of agents or counters of rail express, some existing marketing strategies still refer to the head office's decision. There is no technology that supports tracing and fares for rail express online. The rail express application will strengthen the rail express brand itself. Therefore, it will indirectly increase long-term sales.

Keywords: strategy evaluation, marketing strategy, retail transportation, logistic transportation, IFE Matrix, EFE Matrix, working performance measurement, corrective action.