

## INTISARI

### ANALISIS STRATEGI PEMASARAN KREDIT PASAR

#### PD BPR BANK BANTUL

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Penelitian ini tentang strategi pemasaran kredit pasar. Kredit Pasar adalah produk kredit yang memiliki pangsa pasar pengusaha perdagangan di daerah Kabupaten Bantul. Untuk pemasaran dibutuhkan strategi dan analisa keadaan pasar, maka dilakukan suatu penelitian yang bertujuan untuk menganalisis kekuatan, kelemahan, peluang dan ancaman strategi pemasaran kredit pasar. Berdasarkan analisis internal dan eksternal serta analisis SWOT (*strength, weakness, opportunity, threats*) kredit pasar pada PD BPR Bank Bantul, memiliki strategi yang perlu diterapkan untuk meningkatkan jumlah nasabah. Strategi tersebut yaitu 1) strategi SO (*Strength-Opportunity*) yaitu mempertahankan nama baik perusahaan dan meningkatkan pelayanan yang berkualitas, serta memperbanyak kegiatan promosi. 2) Strategi WO (*Weakness-Opportunity*), memberikan ATM (*automatic teller machine*) agar menambah kemudahan debitur dalam bertransaksi. 3) Strategi ST (*Strength-Threats*), terus meningkatkan kualitas pelayanan, sehingga dapat bersaing dengan para kompetitor yang terus bertambah serta memperbanyak promosi agar produk lebih dikenal dari produk pesaing. 4) strategi WT (*Weakness-Threats*), meningkatkan kegiatan promosi agar produk dapat bersaing dengan produk dari lembaga lain.

Kata kunci: Analisis Strategi Pemasaran Kredit Pasar

## **ABSTRACT**

### **MARKETING STRATEGY ANALYSIS OF CREDIT MARKETS**

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*This research about market credit strategy. Market credit is a product that has the credit markets trade entrepreneurs in Bantul Regency. For the required marketing strategies and analysis of market conditions then conducted a study that aims to menganalisis strength weakness opportunity and threat marketing strategy credit markets. Based on the analysis of internal and external and SWOT Analysis SWOT (strength, weakness, opportunity, threats) Credit markets in PD BPR Bank of Bantul, have strategies that need to be applied to increase the number of customers. The strategy is 1) INTERNALLY strategy SO (Strength-Opportunity) That is to maintain the good name of the company and improve the quality of service, and multiply the promotional activities. 2) The Strategy WO (Weakness-Opportunity) , provides ATM (automatic teller machine) in order to increase the ease of debtors in transact. 3) The Strategy ST (Strength-Threats), Continue to improve the quality of service that will be able to compete with competitors that continue to multiply and meperbanyak promotion so that the product is well known from the competition. The Strategy WT (Weakness-Threats), Increase promotional activities so that the products can compete with products from other institutions.*

*Key Words: Marketing Strategy Analysis Of Credit Markets*