

## ABSTRACT

### *SWOT ANALYSIS METHOD AND MARKETING MIX (4 P'S) FOR PLANNING MARKETING STRATEGIES TO INCREASE SALES TIMIKA RESTAURANT IN SURABAYA*

The food industri has an important role ini Indonesia, various types of food we can find, one of which is seafood. Timika is one restaurant meal home engaged in seafood in Surabaya. The purpose of this study is how to determine a strategy to get market competition in food industry in Surabaya. The strategy used in this study is a SWOT analysis that analyzes the company's internal and external factors that will determine the factors that exist in the marketing mix. After knowing these factors will be adjusted by using the 4P marketing mix to obtain the appropriate strategy for restaurant Timika. The conclusion of this study is to such a strategy can increase sales of restaurant Timika with SWOT analysis and marketing mix.

*Keywords:* SWOT, Marketing mix, 4P

