MARKETING STRATEGIES BRAND IDENTITY TO IMPROVE COMPETITIVENESS OF BUSINESS AKAL DESIGN

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ABSTRACT

\textit{Purpose} – The study to get the brand identity marketing strategy to enhance the competitiveness of the business Akal Design. This paper aims to explore SWOT analysis of the business Akal Design: Strength, Weaknesses, Opportunity and Threats.

\textit{Design/methodology/approach} – The research was founded on a qualitative field study, the qualitative data obtained by interview as the data collection method. The interview was conducted by a client or customer of Akal Design as an informant or source data to obtain data advantages and disadvantages of Akal Design’s services.

\textit{Findings} – The benefits of this research is theoretically can contribute in enriching the concept by applying the concept of a SWOT analysis as a business concept that is practiced directly in the marketing strategy. The benefits of this research are expected praktes through strategies generated in this study to increase marketing businesses Akal Design, can be useful also for other business developments in the future.

\textit{Originality/Value} – These findings indicates that through SWOT analysis, STP, Five Forces Analysis and PEST analysis we can conclude marketing strategy in accordance with Akal Design is using a strategy of marketing segmentation start-up company with the target market all business owners both new and that will set up businesses and companies long existing need of services brand identity to be able to expand its business to be known and accepted by society. And by looking at the MEA through the strength and power as well as the many opportunities that exist, making it the perfect time to use this marketing strategy running at the moment.

\textbf{Keywords:} Marketing Strategies, Brand Identity, Improving Business Competitiveness, Akal Design