

**ANALYSIS OF MARKETING STRATEGY AND MARKETING  
MIX IMPLEMENTATION OF THE CLOTHING STORE WITH  
A PRICE OF RP. 35.000  
(Case Study at IKONO 2)**

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**ABSTRACT**

The development of the business world nowadays causes companies to face intense competition. Especially in terms of meeting needs, consumers today tend to be more individualistic and demand something more personal. In this modern era, with increasingly fierce competition, businesses must have a strategy to meet consumer needs to be able to compete in marketing their products. The company must be able to design the right strategy in marketing its products. The purpose of this research is to know the marketing strategy of STP, and the marketing mix. Is a Products, Prices, Places, and Promotions. This study uses a qualitative descriptive method used for interview sampling. The results of this study indicate that the strategies used at IKONO 2 stores using STP, namely: Segmentation, Targeting, Positioning and the Marketing Mix of IKONO 2 stores play a very important role in increasing sales.

**Keywords:** Segmentation, Targeting, Positioning, Marketing Mix.