

ABSTRACT

PT Syahid Global International is one of the companies that work on the drinking water industry in Indonesia who just started the operation in mid 2015. In the beginning, PT. SGI cooperate with PT. Fenishelo Suryawijaya which has a drinking water brand Suli 5. On the implementation, the sales of suli 5 never achieve the target, so the company had a deficit. Therefore, PT. SGI requires the right marketing strategy for their own bottled water product branded Tirta one

This research use SWOT analysis to identify the internal factors (strengths and weaknesses) of PT. SGI, and to consider the external factors (opportunities and threats) of the drinking water industry in Indonesia. The Methods of data collection include questionnaires, interviews, observations, and collect other data that has reliable information such as books and literature, which will be processed with some analysis approach which are, the analysis of the marketing mix, the value chain, 5 force porter, dan analysis of the macro environment ,

Based on the results of SWOT analysis, the appropriate marketing strategy for PT. Syahid Global International is the strategy that emphasizes the expansion of the company in terms of increased sales by decreasing the sale price and increase the access to a wider market such as market penetration. This means that the company continues to do the strategies for increasing the growth of product sales, assets or profits

Keywords : Marketing Strategy, bottled water, SWOT Analysis