

ABSTRACT

Increasing opportunities for the development of internet technology make easy to various learnings, one of which is public speaking. Currently, there are emerging public speaking institutions that compete with each other for consumers. This phenomenon causes there are various consumer choices in choosing public speaking training institutions. Therefore, DJ Arie needs to further identify the internal and external environmental conditions.

This research aims to find out the internal environmental conditions, external environmental conditions, business strategies and marketing strategies of DJ Arie Public Speaking and Broadcasting School.

The method used in this study is qualitative method. This research data retrieval technique, using in-depth interviewing and triangulation techniques. In this study selected six sources consisting of two key sources, one expert source and three additional sources. The source is selected by purposive sampling and conducted with interview techniques.

Data analysis techniques in this study include SWOT, internal environmental analysis, external environmental analysis, Marketing Mix Strategy and Matrix IE (Internal-External).

The results of the research obtained in the form of Grow and Build business strategy. Furthermore, marketing strategies that can be derived from Grow and Build are horizontal integration, market penetration, and product development strategies.

Keyword : SWOT, Internal Factor Analysis, External Factor Analysis, Marketing Mix, Starategy Business dan Strategy Marketing.