

ABSTRACT

The aim of this research is to get an overview of the marketing strategy for Huion products at the Papillon Store and to redesign the marketing strategy for Huion products at the Papillon Store using the SWOT method. The type of research used is qualitative field research. The data analysis techniques used are the IFAS Matrix (Internal Factor Analysis Summary), the EFAS Matrix (External Factor Analysis Summary), and the SWOT Matrix. This research shows that the SWOT Matrix Analysis of Huion products at the Papillon Store has greater strengths than the weakness factors. In external conditions, Huion products at the Papillon Store have greater opportunities than threat factors. This shows that Huion and Papillon Store products are in a profitable position because strengths and opportunities can be utilized optimally.

Keywords: *Marketing strategy; Pen Tablets; SWOT; IFAS; EFAS*

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