

ABSTRACT

BRI needs to identify and utilise its internal strengths and external opportunities to maintain and improve its position in the market. Strategic analyses such as SOAR (Strengths, Opportunities, Aspirations, Results) is an effective tool to assist BRI in formulating a marketing strategy that focuses on strengths and opportunities, as well as long-term aspirations. marketing strategy that focuses on strengths and opportunities, as well as long-term aspirations to improve the company's capabilities. and opportunities, as well as long-term aspirations to be achieved to improve the company's This research aims to find marketing strategies used by BRImo in developing its business. This research aims to find the marketing strategy used by BRImo in developing its business. The method that will be used in this research is a qualitative research method by means of interviews. This research approach uses the case method. The interview method is conducted method was conducted by direct communication to the Head of Retail Payment and Merchant Regional Office Medan. The research results show that there are 6 themes, namely the Multisegment Approach and Educational Campaigns, Rapid Response and Based Analysis. Multisegment Approach and Education Campaign, Rapid Response and Data-Based Analysis, Adaptation to Competition and Digital Literacy, Continuous Innovation to Empowering Customers, Data-Based Evaluation and Customer Experience, and Feature Development and Strategic Partnerships.

Keyword : SOAR Strategic, BRImo, Marketing