

ABSTRAK

Penelitian bertujuan untuk mengetahui Strategi keunggulan bersaing dari Toko Jelutih Pratama (JP) Mart Durian Luncuk. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan deskriptif kualitatif, dilakukan wawancara yang kemudian dianalisis menggunakan model Miles dan Huberman. Hasil Penelitian menunjukan bahwa strategi keunggulan yang diterapkan Toko Jelutih Pratama (JP) Mart yang menerapkan strategi porter seperti strategi keunggulan biaya, strategi diferensiasi, strategi fokus. Strategi keunggulan biaya diterapkan melalui harga yang bervariasi, menawarkan harga grosir yang lebih rendah, Strategi diferensiasi difokuskan pada diferensiasi produk dan diferensiasi kualitas pelayanan, dan Strategi Fokus pasar JP Mart meliputi pelayanan baik grosir maupun eceran, dengan tambahan layanan pengiriman gratis (free ongkir) untuk pembelian grosir.

Kata Kunci : Strategi, Keunggulan Bersaing, Pemasaran.

ABSTRACT

The research aims to determine the competitive advantage strategy of Toko Jelutih Pratama (JP) Mart Durian Luncuk. The approach used in this research is a qualitative descriptive approach, interviews were conducted which were then analyzed using the Miles and Huberman model. The research results show the superiority strategy implemented by Toko Jelutih Pratama (JP) Mart which applies Porter strategies such as cost superiority strategy, differentiation strategy, strategy focus. The cost leadership strategy is implemented through varying prices, offering lower wholesale prices, the differentiation strategy is focused on product differentiation and service quality differentiation, and the JP Mart market focus strategy includes both wholesale and retail services, with the addition of free shipping services for wholesale purchases.

Keywords: *Strategy, Competitive Advantage, Marketing*