ABSTRACT


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Competition in the business world is unavoidable. Through the competition, companies are faced to various foreign and domestic opportunities and threats. Various changes in the business world require the organizations to be prepared for changing demands and struggle to arrange strategies and policies which can answer the uncertainty of the business environment. Strategy is the best way for companies to keep competing and win the competition in the market and in the minds of consumers. A strategy is a tool or plan of a company to gain its purposes. Gadang Husada (GH Estetika) which is a business organization also aims to win the competition by creating competitive products. The aim of this study is to find out the competitive strategies used by GH Estetika in Malang Raya.

This research used descriptive qualitative methodology. The data in this research were obtained from interview, observation, and documentation. The data development in this research was conducted by using triangulation technique from the data source.

The research findings show that in facing the market competition, the strategy used by Gadang Husada Estetika (GH Estetika) is a focused strategy of low cost and differentiation. Low cost is obtained from minimizing the cost of promotion rather than on the management of the product, so it still has a good quality with a low price. It is stated in the slogan of GH Estetika “Stunning quality with reasonable price”. GH Estetika does differentiation in terms of technology, products, promotions or services.