

## Abstract

Indonesia, as the fourth most populous country in the world, continue to have a massive and rapid growth in its market. The positive growth of internet traffic in Indonesia becoming a bright prospect for tech companies to invest in this market for expanding their businesses. Looking at Indonesia's promising market opportunities, Asia's largest tech company, Tencent, decided to take those opportunities by entered Indonesia's market in 2013. Although its services still not have a massive number of users compared to its competitors that already exist far longer, the existence of this giant company received good responses from Indonesians. And, good customer's responses could not be achieved without a great marketing strategy. However, when a business is running, there are also challenges and problems that a company faces to enter into a new and big market. These facts make the author interested to further research on what marketing strategy that people can learn from Tencent in Indonesia.

To achieve the main objective of this thesis, the author uses exploratory research design, qualitative research approach by using secondary research sources also did a questionnaire to support the analysis. Books, journals, and the internet are used as the secondary sources of this thesis to analyse the internal and external environment of Tencent. The internal environment is analysed using an analysis, covering the company's resources, capabilities, and core competencies, then also summarized based on Strengths and Weaknesses analysis. Its external environment is analysed using PEST analysis for macro-environment, Porter's Five Forces analysis for industry environment also summarized based on Opportunities and Threats analysis. For Tencent's current marketing strategy, the author analyse it using STP analysis that covering market segmentation, market targeting, and market positioning. To see the implication of the marketing strategy of Tencent in Indonesia, this research uses Marketing Mix (4Ps) for analysing. All of these analyses have helped the author to finally develop an effective future marketing strategy recommendation to increase customers and gain a larger portion of market share in Indonesia's tech industry.

**Keywords: Marketing Strategy; Strategic Analysis; Environment Analysis; Tencent Holding; Tencent Indonesia.**