

ABSTRACT

KEWS Cultivation is a business in the field of rearing tilapia in Sirongge village, Kembaran Kulon, Purbalingga District, Purbalingga Regency. The problem that exists in KEWS Cultivation is that it has decreased. Therefore, KEWS Cultivation must plan a new strategy to increase sales. The approach that will be used in determining the right marketing strategy is to apply the Quantitative Strategic Planning Matrix (QSPM) method. SWOT analysis is used to obtain alternative strategies, where alternative strategies are obtained from internal and external factors of the company. The research data and information consist of primary data and secondary data. The analytical tools used in this study are the IFE (Internal Factor Evaluation) matrix, the EFE (External Factor Evaluation) matrix, the IE (Internal-External) matrix, the SWOT matrix (Strengths, Weaknesses), (Opportunities, and Threats), and QSPM (Quantitative Strategic Planning Matrix). The results of the study get the internal factors of strengths and weaknesses in Idaman Clothing. As for the external factors, opportunities and threats to the External Dream. The company's position based on the IE matrix is in quadrant II. The results of the SWOT matrix produce 9 alternative marketing strategies and will be analyzed using QSPM. Based on the results of calculations using the QSPM method which consists of 9 alternative strategies, there are 3 alternative strategies. From the highest TAS value, KEWS Cultivation can prioritize more diverse promotions, the second is to improve product quality to increase consumer confidence, and the third is to increase the number of workers.

Keywords: Marketing Strategy, IFAS, EFAS, IE Matrix, SWOT Matrix, QSPM