

ABSTRACT

MSME Sate Emong is a Micro, Small and Medium Enterprise that is engaged in the culinary field. The income of Sate Emong MSMEs in October 2018 to January 2020, experienced a decline in sales and did not meet the predetermined target. In order to increase the income of Sate Emong MSMEs, they must design a marketing strategy. The marketing strategy is designed based on several factors, namely strengths, weaknesses, opportunities and threats to business activities. SWOT analysis is used to obtain alternative strategies, where strategies are obtained from internal and external factors. The research data and information consist of primary 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 (Strength, Weakness, Opportunity, Threats) and QSPM (Quantitative Strategic Planning Matrix). The SWOT matrix produces 12 alternative marketing strategies that can be implemented. Based on the results of QSPM calculations from 12 alternative strategies, there are three alternative strategies that are prioritized, namely the first alternative is to sell and market products online such as through Go-food and Grabfood, the second alternative is to maintain product consistency so that the public or consumers know and the third alternative is to maintain price and taste. good for competing with new competitors.

Keywords— [Marketing Strategy, MSME, SWOT, QSPM]