

ABSTRACT

Current technological developments have caused a shift in consumer behavior, namely encouraging purchases of all kinds of things online or through marketplaces. This can be an excellent opportunity for MSMEs in Indonesia to develop their businesses. This technological development also makes business competition increasingly tighter. Putra Baja Iron Shop is one of the MSMEs in the construction sector that utilizes online media to market its products, .

This research aims to find out the right online marketing strategy for Toko Besi Putra Baja to be able to compete based on the results of the e-marketing mix analysis and SWOT analysis. This research uses qualitative methods with descriptive research type, using SWOT analysis. Data was obtained from interviews with 3 key informants, namely the owner and employees of the Toko Besi Putra Baja and parties from other similar companies.

The results obtained from the SWOT analysis of Toko Besi Putra Baja showed 7 strengths, 5 weaknesses, 6 opportunities and 5 threats. Then weighting, rating and scoring were carried out at the IFAS and EFAS analysis stage, resulting in an IFAS matrix score of 4.69 and an EFAS matrix of 3.167. It can be interpreted that the company is in a profitable situation. Toko Besi Putra Baja has strengths and opportunities that can be utilized to overcome existing weaknesses and threats. The strategy that must be implemented by Toko Besi Putra Baja at this time is an aggressive strategy by maximally utilizing strengths and opportunities in order to grow and the recommended strategy is the SO strategy.

Keywords : *MSMEs, online marketing, SWOT Analysis*