

ABSTRACT

Apotek Derma is a business in the health sector. Apotek Derma, located in Cianjur, not only serves the purchase of medicines, but also provides general practitioners and beauty specialists on duty as well as skin or skincare needs. Apotek Derma is currently experiencing problems in sales and a lack of appropriate marketing methods to increase sales. One of the reasons for this decline in Apotek Derma is due to the COVID-19 pandemic that spread widely in Indonesia three years ago. Since the beginning of this pharmacy, the marketing method applied has only relied on information from the surrounding community so that word of mouth has spread if the pharmacy is operating and serving purchases and practices as well. Then since 2022, a social media account has been created, namely Instagram with the name @apotek.derma, which is still used for promotional purposes. The method used in this Final Assignment is the Quantitative Strategy Planning Matrix (QSPM). Based on the IFE matrix analysis, a score of 2,8495 was obtained, but in the EFE matrix analysis, a score of 3,262 was obtained. After drawing a line on the IE matrix, it can be seen that the position of the point is in quadrant II, which means that the position of Apotek Derma's strategy is in the Grow and Build category, which means that the business condition is growing and developing. Then the SWOT matrix obtained 4 alternative strategies which were then calculated and produced alternative priorities with the highest TAS score of 6,5. Then the selected strategy was implemented to be applied to Apotek Derma's Instagram. Then an assessment of customers was carried out using the Attention Interest Search Action Share (AISAS) model to determine the effectiveness of Apotek Derma's Instagram.

Keywords: Marketing Communication, QSPM, Quantitative Strategy Planning Matrix