

## ***ABSTRACT***

*Rumah Batik R is an UMKM engaged in the creative industry, especially in the production of traditional Banyumas batik. As a local business actor, Rumah Batik R is committed to preserving cultural values through quality hand-drawn batik products. However, in the midst of increasingly competitive market competition, this business faces challenges such as declining consumer buying interest, lack of optimal marketing strategies, as well as price competition and differences in consumer tastes. This study aims to formulate the right marketing strategy to increase business competitiveness. The methods used are SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis and QSPM (Quantitative Strategic Planning Matrix). SWOT was chosen to identify internal and external factors that affect the business and can formulate alternative strategies. While QSPM is used to assess the priority of alternative strategies. The analysis was carried out through the IFAS and EFAS matrices, each with a score of 3,3825 and 3,2916. The results of the analysis show that Rumah Batik R is in Quadrant I (Grow and Build) and recommends intensive and integrative strategies. The priority strategy that is prioritized is increasing hybrid-based batik workshops with educational and interactive activities to increase brand awareness and expand market reach.*

**Keywords:** *Marketing Strategy, SWOT Analysis, QSPM, Batik Banyumas*