

ABSTRACT

Bojana Event Organizer is one of the business fields of consulting services, management and planning of an activity or event, especially weddings. To achieve success in its business, of course, the company needs the best strategies that can be applied. It is very important for each company to understand the development strategy and know what efforts must be taken to be superior to existing competitors. Business development strategies can run well if accompanied by a well-planned development program. So that it is expected to help achieve the company's goals in producing quality products or services.

This research was conducted with the aim of knowing internal and external factors and providing advice on determining alternative development strategies that are suitable for Bojan Event Organizers. The author conducted research using a combination method (mix metode), by utilizing qualitative methods and quantitative methods in data collection. Primary data sources were obtained through interviews and weighting questionnaires, while data was obtained from books, articles, internet company data and previous research.

The analysis in this study used the SWOT (Strength, Weakness, Opportunity, Threat) and QSPM (Quantitative Strategic Planning Matrix) matrix approach methods. The SWOT matrix is used to obtain alternative strategies obtained from internal and external factors. Furthermore, the SWOT matrix is used to generate alternative strategies, which are then determined using QSPM. The IFE (Internal Factor Evaluation) matrix and the EFE (External Factor Evaluation) matrix were also used in this study to determine internal and external factors affecting the company. And the IE (Internal-External) matrix to find out the position of the company's business strategy. After processing the data, it will produce alternative predetermined business development strategies.

The results of this study resulted in an IFE matrix score of 2.72 and an EFE matrix score of 3.13. Then generating the IE matrix Bojana EO is in quadrant II with the suggested strategy is to grow and build. Then based on the results of QSPM with alternative strategies that have been determined and considered to be implementable on the SWOT matrix, it can be concluded that the priority alternative strategy is to take advantage of technological advances in service marketing. This is because the Total Attractiveness Score (TAS) value of the market development strategy by utilizing technology development is the highest value of 6.23

Keywords: *Business Development Strategy, IFE, EFE, IE, SWOT, QSPM*