

ABSTRACT

Himpunan Pengusaha Muda Indonesia Perguruan Tinggi (HIPMI PT) is an organization consisted of Telkom University students who would start an entrepreneur business, because entrepreneurship has become one of promising careers. Because getting a job is undeniably harder as the competition is getting harder every year. Thus, the program of HIPMI PT of Telkom University has to match with the need of the start-up entrepreneurs within the HIPMI PT of Telkom University. As for the question answered in this research is about what business strategy of HIPMI PT is, in its program.

Moreover, this research is upheld by some important discussions i.e., entrepreneurship, strategy management, business strategy, strategy establishment, and other preceding researches related to the topic of this research. In this research, the researcher uses *Three-Stage Strategy-Formulation Analytical Framework* in order to find out the correct strategy for HIPMI PT Telkom and the programs required to be added, to help all members of HIPMI PT Telkom University, by optimizing all available resources.

The method of this research is qualitative research which aims to describe the facts and objects systematically and precisely. Furthermore, qualitative method is purposely used for research with natural setting.

Interviewees are chosen by using *purposive sampling* method, by regulating indicators based on the need of the author for the research, and by the interviews regarding business development model analysis by using QSPM on HIPMI PT Telkom University.

The total of EFE matrix *Score* indicates that HIPMI PT Telkom University is capable to respond the *Opportunity* and challenge well above average, but the IFE matrix *Score* shows that HIPMI PT Telkom University is still weak internally. The conclusion of the research, based on QSPM matrix, shows that the most possible program to be executed is the programs related to the application of *Social Media* and *Market Place* technologies.

Keywords: *Business Strategy, Strategy Formulation, QSPM Matrix*