

ABSTRACT

Value of GDP income in the Creative Economy sector consistently increases from year to year. Viseworks is a creative industry company that covers the fields of advertising, photography, animation & video film, and visual communication design which has a GDP percentage of the Creative Economy sector of 1.47%. Viseworks need to formulate an appropriate alternative marketing strategy in order to compete with competitors. By analyzing the internal and external environment using the IFE and EFE matrix, it can be seen the main internal and external factors, then the results of the IFE and EFE matrix are used to determine the company's position using the IE matrix. The results of the IE matrix are taken into consideration in making alternative marketing strategies using the SWOT matrix, from the alternative marketing strategies resulting from the SWOT matrix, the best strategy is chosen using the Quantitative Strategic Planning Matrix (QSPM).

This research resulted in 10 main internal factors and 10 main external factors of the company. Internal factors from the results of the IFE matrix have a score of 2,763 and an external factor score from the results of the EFE matrix of 2,725 so that the company's position based on the IE matrix is in quadrant V or in a hold and maintain position. The results of the SWOT matrix produced 13 alternative marketing strategies. Based on QSPM analysis, the best strategy was chosen to increase sales market share with a Total Attractiveness Score (TAS) of 5.89.

Keywords: IFE Matrix, EFE, IE, SWOT, Quantitative Strategic Planning Matrix (QSPM)