

## **ABSTRACT**

*Hideaway Swing is one of the businesses engaged in the field of tourism which has been established for 1.5 years located on Jalan Tanggayuda, Bongkasa, Abiansemal, Badung Regency, Bali, 80571. The high competition of tourist attraction in Bali requires every business manager to have a good strategy so that the business is able to compete and also survive so that it can become the best ranked business. Therefore the approach taken in the HideAway Swing business development strategy is to be able to compete with other tourism by applying the Quantitative Strategic Planning Matrix (QSPM).*

*Method. The initial stage carried out in this study begins with the identification of internal and external conditions of HideAway Swing's effort to obtain factors that influence the process of the formulation of strategies in the form of weighting results from the IFAS matrix of 2.757 and EFAS of 2.259. After the total weighting of the IFAS and EFAS matrices, it is known that the business position is in quadrant 2 (grow and build), namely the effort to develop markets and products and market penetration based on internal and external factors on the Internal-External (IE) matrix which can be used as a basis in alternative strategy formulation on the SWOT matrix. Based on the SWOT matrix processing, there are 10 alternative strategies including expanding marketing networks by utilizing social media such as Instagram and Facebook, working with the surrounding community to become partner in sales, participating in tourism exhibition events held in Bali, collaborating with communities for land management become a parking lot, improve the quality and development of tourism, maintain the trust of visitors with the best security, conduct promotional activities using social media such as Instagram and Facebook, Increase the number of employees who are experienced in the process of swing activities. In the last stage an Quantitative Strategic Planning Matrix (QSPM) analysis is performed with the aim of evaluating several alternative strategy choices to get the best priority strategy. The results of the QSPM matrix state the priority of the strategy with the highest TAS score is to carry out promotional activities using social media such as Instagram and Facebook with a TAS score of 7.125.*

*Keywords: Tourism, Marketing Strategy, IFAS, EFAS, IE Matrix, SWOT Matrix, QSPM*