

ABSTRACT

Flociti Shuttle Travel is company engaged in the field of travel that offers travel services, especially Bandung-Jatinangor. Flociti Shuttle Travel revenue results from May 2018 to May 2019 can be seen that there are several months that do not meet the spesific target. Therefore Flociti Shuttle Travel must plan a new strategy in order to increase revenue so that it can reach the specified target. The marketing strategy designed by Shuttle Travel based on several factors, such as strengths, weakness, opportunities, and corporate threats. SWOT analysis is used tp obtain alternative strategies, where alternative strategies are obtained from internal and external factors of the company. Research data and information consists of primary data and secondary data, the analytical tools used in this study are the IFE (Internal Factor Evaluation) matrix, EFE (External Factor Evaluation) matrix, IE (Internal-External) matrix, SWOT (Strengths, Weakness matrix) , Opportunities, and Threats), and QSPM (Quantitative Strategic Planning Matrix). The SWOT matriks produce 5 alternative strategy that can be implemented at the company. Based on the QSPM results from 5 alternatives there is one priority strategy that is prioritized namely Utilizing existing technology to conduct online shuttle service marketing activities such as through social media and e-commerce. With a TAS score of 6.379.

Keywords: Marketing Strategy, IFE, EFE, IE, SWOT, QSPM