

## ABSTRACT

*Tri Putera Motor is a company engaged in the automotive industry, precisely in the spare parts section. Tri Putera Motor's income from January 2020 to September 2020 can be seen that there were several months of income that did not meet the predetermined income target. Therefore, Tri Putera Motor must plan a new strategy in order to increase revenue in order to achieve the predetermined target. The marketing strategy designed by Tri Putera Motor is based on several factors, namely the company's strengths, weaknesses, opportunities and threats. SWOT analysis is used to obtain alternative strategies, where alternative strategies are obtained from internal factors and external factors. Data and research information consist of primary data and secondary data, the analysis tools used in this study are the IFE (Internal Factor Evaluation) matrix, the EFE (External Factor Evaluation) matrix, the IE (Internal-External) matrix, the SWOT matrix (Strengths, Weakness), , Opportunities, and Threats), and QSPM (Quantitative Strategic Planning Matrix). The SWOT matrix produces 5 strategic alternatives that can be implemented by the company. Based on the results of QSPM from 5 alternatives, there is one alternative strategy that is prioritized, namely utilizing existing technology to carry out marketing activities and selling parts online such as through social media and e-commerce with a TAS score of 6.012.*

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