

ABSTRACT

Ramen Aboy Restaurant is a family business located in Cimahi City that has been established for 10 years. In 2018 to 2020 Aboy Ramen Restaurant experienced a decrease in revenue. Therefore Aboy Ramen Restaurant should plan a new strategy to increase revenue. To find out the cause of the decrease in revenue, then conducted an analysis of internal and external factors at Ramen Aboy Restaurant then after the analysis was done it is known to create a new marketing strategy. The marketing strategy was created using SWOT method which is one of the methodologies to formulate marketing strategy covering the strengths, weaknesses, opportunities and threats of Ramen Aboy Restaurant. Exploratory research method with qualitative and quantitative combination approach and data collection method is conducted by interview, questionnaire, observation and documentation.

The formulation of marketing strategies in this study consists of three stages. The first stage of internal and external factor analysis uses IFE and EFE matrices. The second stage uses the IE matrix and the SWOT matrix, and the last stage uses QSPM. There are five alternative strategies produced in this study. Based on QSPM results showed that the strategy with the top priority in accordance with the highest STAS total value is to improve facilities and make attractive product promotions to influence consumer loyalty with a total STAS of 6,773.

Keywords: Marketing strategy, SWOT, IFE, EFE, and QSPM.