

## **ABSTRACT**

*Idaman Clothing is a business engaged in the clothing sector. The results of Idaman Busana's income from September 2019 to September 2020 can be seen that there is a continuous decline and income that does not meet the target. Therefore, Idaman Clothing must plan a new strategy to increase revenue and achieve the targets that have been previously set. The marketing strategy designed by Idaman Clothing is based on several factors, namely the company's strengths, weaknesses, opportunities, and threats. The approach that will be used in determining the right marketing strategy is to apply the Quantitative Strategic Planning Matrix (QSPM) method. SWOT analysis is used to obtain alternative strategies, where alternative strategies are obtained from internal and external factors of the company. Data and information consist of primary data and secondary data. The analytical tools used in this research are IFE (Internal Factor Evaluation) matrix, EFE (External Factor Evaluation) matrix, IE (Internal-External) matrix, SWOT matrix (Strengths, Weaknesses, Opportunities, and Threats), and QSPM (Quantitative Strategic Planning Matrix). The results of the study get the internal factors of strengths and weaknesses in Idaman Clothing. As for the external factors, opportunities and threats to the External Idaman. The company's position based on the IE matrix is in quadrant II. The results of the SWOT matrix produce 9 alternative marketing strategies and will be analyzed using QSPM. Based on the results of calculations using the QSPM method which consists of 9 alternative strategies, there are 3 alternative strategies with the highest TAS value that can be prioritized by Idaman Clothing namely providing product guarantees to each customer, the second is rearranging the layout to make it look more attractive and comfortable for customers, the third is marketing products online*

**Keywords: Marketing strategy, IFAS, EFAS, IE Matrix, SWOT Matrix, QSPM**