

ABSTRACT

Kopi Balada is a company engaged in the Food and Beverage industry, precisely in the coffee shop. The results of Kopi Balada's income from September 2018 to February 2020 can be seen that there are several months of income that do not meet the predetermined income target. Therefore, Kopi Balada must plan a new strategy to increase revenue in order to achieve the specified target. The marketing strategy designed by Kopi Balada 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 and external factors of the company. The research data and information consist of primary data and secondary data. The analytical 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, Weaknesses). Opportunities, and Threats), and QSPM (Quantitative Strategic Planning Matrix). The SWOT matrix produces 5 alternative strategies that can be implemented by the company. The results of the QSPM from 5 alternatives there is one alternative strategy that is prioritized, namely Based on existing technology to use social media marketing through influencers such as reviewing the Balada Coffee Shop with a TAS score of 5,845.

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