

ABSTRACT

Svara is a broadcasting platform founded in 2017, Svara aims to assist the Radio Industry in Digital Transformation and also for listeners to enjoy new ways of listening to radio, music and podcasts. The purpose of Svara's research is to develop a marketing strategy that can be applied by PT Svara Innovation Indonesia. The research data consists of primary and secondary data and the analytical methods used are the Internal Factor Evaluation (IFE) matrix, the External Factor Evaluation (EFE) matrix, the Internal – External (IE) matrix, the SWOT matrix (strength, weakness, opportunity, threat) and matrix Quantitative Strategic Planning (QSPM).

Based on the results of the SWOT matrix analysis, there are three alternatives that can be applied, namely utilizing technological developments to create attractive application displays, presenting creative and innovative content to compete with competitors, creating diverse content to take advantage of a wide market share.

After obtaining alternative strategies, strategic decisions will be made which will be prioritized using the QSPM matrix and the results are the selected alternative strategies, namely Utilizing technological developments to create attractive application displays with a Total Attractiveness Score (TAS) of 5,300.

Keywords: Matrix IFE, Matrix EFE, Matrix IE, Matrix SWOT, matrix QSPM, marketing strategy