

ABSTRACT

According to research conducted by Business Fortune Insight (2021) the growth of the Artificial Intelligence (AI) market is predicted to reach 41.6% until 2027. AI will also become the company's core technology that will increase its use in the future. This is a huge opportunity for AI technology providers. However, to maximize these opportunities, internal company readiness is needed, one of which is having a reliable marketing strategy.

Zapps is an AI service provider technology company that was founded in 2019. Currently, the company does not have a marketing strategy to face competition in the AI business. Therefore, this final project aims to formulate a reliable strategy based on the company's resources to maximize existing opportunities. This final project uses the SWOT method and the IE Matrix to generate alternative strategies and the QSPM matrix to prioritize alternative strategies.

Analysis using SWOT and IE Matrix resulted in a total of 12 strategies that can be implemented. Based on the evaluation conducted through QSPM, the strategy that Zapps needs to prioritize is a product development strategy with a total attractiveness score (TAS) of 6.68. The timing of the strategy implementation is then compiled through a roadmap of the strategy implementation plan every year.

[Artificial Intelligence, Strategi, QSPM, Matriks IE, Matriks SWOT, Roadmap]