

## **ABSTRACT**

*Friendate is a Micro, Small and Medium Enterprise (MSME) that focuses on the culinary field in Depok City, more precisely in Perum. Jatijajar Blok E5 No. 5 Depok. As a newly established business during the pandemic, Friendate has experienced difficulties in marketing its products so that its revenue from April 2020 to August 2021 has decreased due to not achieving sales targets. This problem must be addressed immediately to maintain the existence of Friendate, the company must have a marketing strategy in order to survive and compete with other competitors. The approach used in determining this marketing strategy is the SWOT and QSPM analysis methods. Initial identification is based on the company's internal and external environmental factors so as to obtain factors for strategy formulation in the form of weighting results on the IFE and EFE matrices. From these results it will be known the company's position in the IE matrix which will be used as the basis for formulating alternative strategies in the SWOT matrix. QSPM matrix analysis is used to obtain alternative priority marketing strategies from the obtained alternative marketing strategies. In this study, the selected marketing strategy that can be used by Friendate is to improve the concept of promotion on social media to increase brand awareness, collaborate with other MSMEs that already have a larger existence / seek investors to carry out business plans that were delayed, and build customer trust by maintaining product quality, good service, and fulfillment of demand.*

*Keywords – [Strategi Pemasaran, MSME, SWOT, QSPM]*