

## **ABSTRACT**

*Administration in a company is closely related to the company's business processes that require time and money. In today's digital era, a way is needed to be able to streamline the time used for administrative processes. Oshwin Washing is a company that provides washing services in the city of Bandung where the administrative process is still conventional. As a result of this conventional administrative process, administrative costs are quite high and take a long time.*

*To overcome the problem of administrative costs which are quite high and take a long time, the right strategy is needed. To design a strategy, QSPM is used to determine the best alternative strategy. In designing this strategy, it is necessary to design a SWOT matrix, design an IE matrix, and QSPM.*

*The results of the QSPM design obtained the highest TAS value of 6.042 with the proposed strategy is to design a platform in the form of an application to facilitate the administrative process.*

*The design of this strategy has an impact on all company administrative activities being digital while at the same time reducing the company's high administrative costs and streamlining the time-consuming administrative process.*

**Keywords : Digitalitation Strategy, Digital Transformation, SWOT Matrix, IE Matrix, and QSPM**