

ABSTRACT

Bbq Dirumah is an SME engaged in the culinary field, which provides processed meat products. Bbq Dirumah provides home service where since the COVID-19 pandemic, people have experienced a change in consumption patterns from farm to table to home service or take away which is a great opportunity for BBQ Dirumah SMEs. However, during the last six months from June-November it was found that sales did not reach the target and sales growth fluctuated with a low increase. Therefore, observations were made on the aspects that exist in Bbq Dirumah starting from the products offered, location, promotion, and management carried out. There are several existing problems with the greatest weight, namely the problem where the marketing strategy is carried out by Bbq Dirumah so that a marketing strategy proposal is needed based on the condition of the Bbq Dirumah SMEs to increase sales.

The research was conducted using two methods to obtain the proposed strategy, namely the SWOT Matrix and the IE Matrix. Then, the strategic priority was selected using QSPM. SWOT analysis was conducted to determine internal and external factors as input in the preparation of the SWOT and IE matrix so that alternative strategies were obtained and an evaluation was carried out to prioritize alternative strategies implemented with QSPM as an effort to increase sales to achieve targets. The purpose of the study was to design a marketing strategy for SMEs Bbq Dirumah to increase sales volume in order to achieve the predetermined target. The results showed that the position of Bbq Dirumah SMEs was in quadrant V on the IE matrix with an IFE score of 2.604 and an EFE score of 2.684. An alternative strategy based on the priority value in the QSPM is "benchmarking against competitors for better product development" with a TAS score of 5,895.

Keyword: Marketing Strategy, SWOT, IE Matrix, QSPM