

ABSTRACT

Papis Home is an MSME domiciled in Bandung which was established on June 9, 2020. Papis Home sells Frozen Food products or food that has been vacuumed and frozen. The problem faced by Papis Home is that sales are unstable and even tend to decline due to the many competitors.

Papis Home needs the right service in the digital era in order to increase profits from product sales. In designing the proposed marketing strategy, Papis Home uses the QSPM (Quantitative Strategic Planning Matrix) and SWOT (Strength, Weakness, Opportunities and Threats) methods. The SWOT method is used to obtain alternative strategies, where an analysis of internal and external factors will be made in the company using the IFE (Internal Factor Evaluation), EFE (External Factor Evaluation) and IE (Internal-External) matrix. Furthermore, the QSPM method is used for the selection of alternative strategies obtained from the SWOT matrix.

The results of the calculation of the value of 2.98 for the IFE matrix and 2.39 for the EFE matrix are input to the IE matrix. The IE matrix determines the position of MSMEs in quadrant 5 (Hold and Maintain) with the strategy applied, namely market penetration and product development. From the IE matrix then get input from the SWOT matrix to formulate a strategy that produces 8 alternative strategies. Furthermore, 8 alternative strategies are selected which are in accordance with existing conditions and priorities will be determined using the QSPM matrix. After determining the priorities, the strategy "Holding promos to increase people's purchasing power" was chosen with a TAS score of 6,610.

Keyword — *Matrix IFE, Matrix EFE, Matrix IE, Metode SWOT, Metode QSPM*