

ABSTRACT

Toko Mas Family is a shop for buying and selling gold jewelry such as rings, bracelets and others. Toko Mas Family provides jewelry so that people can invest and decorate at the same time. Toko Mas Family sales in 2021 did not reach the target every month. There are many problems that cause sales from Toko Mas Family not to reach the target, one of which is the marketing communication mix method that is still not optimal. The owner of the Toko Mas Family wants to improve the marketing communication mix strategy to overcome the problems faced.

The strategy design uses the QSPM (Quantitative Strategic Planning Matrix) method. The QSPM method is a method that selects several alternative strategies and produces priority strategies that can be used to solve the problems encountered. In designing alternative strategies, the QSPM method is assisted by the Internal Factor Evaluation (IFE) Matrix, External Factor Evaluation (EFE) Matrix, Internal External (IE) Matrix, and the SWOT Matrix which can produce several strategies that can be used.

The data used for designing this strategy are primary data and secondary data. Primary data was obtained from interviews with owners and customers of Toko Mas Family which later became internal factors, namely strengths and weaknesses. While secondary data obtained from literature studies and direct observation of the environment that can affect the Family Mas Shop so as to produce external factors, namely opportunities and threats. After getting the internal factors and external factors, the next stage is to present the weights and ratings which is done by giving a questionnaire to the owner of the Mas Family Shop. Weights and ratings are used to calculate the IFE matrix, EFE matrix, and QSPM. After calculating the IFE matrix and the EFE matrix, the score from the IFE matrix is 2.534 and the score from the EFE matrix is 2.455. The score is entered into the IE matrix and the result is that Toko Mas Family is included in quadrant 5, which means that Toko Mas Family strategy is relatively sustainable. This shows that alternative strategies that can be used are market penetration and product development. After knowing the strategies that can be used, the next step is to develop a SWOT matrix that will produce an alternative marketing

communication mix strategy. The final step of strategy design is to use the QSPM method, alternative strategies that have been obtained through the SWOT matrix will be evaluated and generate strategic priorities that can be implemented. After getting the results of the strategy design, then verify and validate the strategy with the owner of the Toko Mas Family. Strategies that have been validated and approved to be implemented soon are creating social media to carry out promotions so that they can expand market share and increase sales, hold a minimum purchase promo or an attractive offers to increase customers purchasing power, create locations on maps so that people can easily find locations and increase market share, multiplying types of gold from low to high grade so that all groups of people from the lower economy to the upper economy can also invest and benchmark against competitors so that they can always add product models in accordance with the latest trends. With this strategy, it is expected to solve the problems faced by Toko Mas Family.

Keyword: *Marketing Communication Mix Strategy, QSPM Method, SWOT Matrix.*