

ABSTRACT

Micro, Small and Medium Enterprises or MSMEs have a big role in national economic development. At this time MSMEs are required to increase sales competitiveness by carrying out various kinds of innovations. One example of MSMEs that has increased quite a bit in recent times is industrial supply and production of goods. The development of industrial supply and production of goods in Indonesia, more precisely in Pesisir Selatan Regency, such as Husnul Grosir UMKM, is considered quite progressive and promising since the emergence and outbreak of the Covid-19 pandemic in Indonesia. Before conducting the research, the researcher made observations to explore the problems experienced by Husnul Grosir's MSMEs, which in the end the researchers found problems that were often experienced by Husnul Grosir's. This problem is very interesting to study, especially in the mechanism of marketing efforts. From 2020 to 2021, there will be a very sharp drop in sales for the Husnul Wholesale MSMEs. The decline in sales that occurred from 2020 to 2021 was caused by the sales system implemented by UMKM Husnul Grosir which still relied on word of mouth (WOM) or what is commonly called word of mouth. This word of mouth (WOM) sales system has a very contrasting weakness, especially during a pandemic. Achievement of market share reached is very small. Not only that, the word of mouth (WOM) system is very dependent on buyer repurchase and promotion, one of which depends on them. Conditions in 2020 to 2021, several companies that made collaborations for sales previously experienced a decrease in purchases due to declining people's purchasing power. Therefore Husnul Wholesale MSMEs must have their own strategy in addressing and dealing with this threat. Therefore it is necessary to design a new marketing strategy to increase sales at Husnul Grosir UMKM.

This final project aims to design a marketing strategy for Husnul Grosir SMEs. The design of the strategy uses the QSPM method. QSPM is a method that aims to determine priority alternative strategies so as to produce priority strategies that can be used to solve problems that occur. In designing the strategy, the QSPM method is assisted by the Internal Factor Evaluation (IFE) Matrix, External Factor Evaluation (EFE) Matrix, Internal External (IE) Matrix, and SWOT

Matrix which can produce several alternative strategies that can be used to solve existing problems.

The results of this Final Project are five alternative strategies that will be implemented immediately including creating online marketing media to increase selling power such as distribution channels at Shopee, Tokopedia and Tiktok, lowering the price of wholesale MSME products without reducing quality, selling products according to market demand and in accordance with the times, providing goods according to many consumer requests, adding one employee for the marketing department. With this strategy it is hoped that it will be able to solve the problems faced by Husnul Grosir's MSMEs.

Keywords: SWOT Analysis, Husnul Grosir UMKM, Marketing Strategy, QSPM.