

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) have a significant role in national economic development. Currently, MSMEs are expected to increase competitiveness through innovation. For example, the convection industry has experienced positive development in recent times. One of the prominent convection SMEs is Ar-Riaz SMEs, especially in the City of Tasikmalaya, West Java Province, Indonesia. However, the development of Ar-Riaz SMEs is inseparable from challenges, especially in the business mechanism. In 2022, Ar-Riaz SMEs have experienced a drastic decline in sales. The decline in sales was caused by brand awareness and marketing sales that were not maximized. Ar-Riaz SMEs are very dependent on buyers who will buy their products again and promotions carried out by customers. In 2022, Ar-Riaz MSMEs will also experience difficulties because several partner companies that previously sold their products have experienced a decrease in buyers due to declining people's purchasing power. Therefore, Ar-Riaz MSMEs need to face this challenge with the right strategy. One of the steps that can be taken is to design a new marketing strategy to increase Ar-Riaz MSME sales. This strategy must include efforts to increase the visibility and market reach of their products in the midst of the post-pandemic recovery era.

This final project aims to design a marketing strategy for UMKM Ar-Riaz. The approach used in designing this strategy is the QSPM method. The QSPM (Quantitative Strategic Planning Matrix) method is used to determine priority alternative strategies and formulate priority strategies that can address the problems faced by these MSMEs. In designing this strategy there are several steps involving several analysis matrices such as the Internal Factor Evaluation (IFE) Matrix to evaluate the internal factors of MSMEs, the External Factor Evaluation (EFE) Matrix to evaluate external factors that affect MSMEs, the Internal External (IE) Matrix to combine the two previous analyses, and the SWOT Matrix to identify several alternative strategies that can be implemented. After going through a series of these analyses, the next step is to use the QSPM method to determine which strategy priorities are most effective and in accordance with the objectives of Ar-Riaz's MSMEs. Using this approach it is hoped that this final project can provide measurable and effective marketing strategy recommendations for these MSMEs.

The results of this Final Project produce nine alternative strategies that are recommended to be immediately implemented by the Ar-Riaz UMKM. These strategies aim to increase selling power and overcome the problems faced by these MSMEs. The following are eight alternative strategies that are recommended: Making sales using online selling by live streaming on e-commerce media such as Shoppe or TikTok, Implementasion a system of price cuts and discount on products to increase sales and promotions, Reactive online stores in e-commerce such as Shopee, Tokopedia, Website, TikTok shop. Adding various product to attract market share, on product stock in warehouses, conducting training for workers to upgrade skills by means of online learning media such as YouTube to improve the quality of MSME HR Ar-Riaz, implementing a reseller system to reach market share on EID holidays, increasing brand awareness of Ar-Riaz MSME product as a local Tasikmalaya brand that is attractive and fashionable.

Key Word: Marketing Strategic, UMKM, Analysis SWOT, QSPM