

ABSTRACT

BerasKitaKita is a business engaged in the sale of organic staple foods. BerasKitaKita has a vision to make Indonesian people care about body health, especially paying attention to sugar levels in the body by getting used to consuming organic staple foods that are low in sugar. This research is based on the findings in the field, namely, in running the BerasKitaKita business, we experience obstacles in the form of inconsistencies in product sales which affect the income of BerasKitaKita. With the obstacles faced, BerasKitaKita requires an alternative solution by using marketing strategy design so that sales and revenue are in accordance with predetermined targets. With the design of the right strategy is expected to help improve the quality of sales from BerasKitaKita. The strategy design used is the Quantitative Strategic Planning Matrix (QSPM) method and the Strength, Weakness, Opportunities and Threats (SWOT) method. The SWOT method is used to obtain alternative strategies, where an analysis of internal and external factors in the company will be made using the IFE matrix. Furthermore, the QSPM method is used for selecting alternative strategies obtained from the SWOT method. Based on the stages in the design of this marketing strategy, eight alternative strategies are obtained, namely finding the closest producer, expanding market share, creating social media interactions, and creating a marketing strategy.

Keyword: BerasKitaKita, Organic, marketing strategy, SWOT, QSPM