

ABSTRACT

In the midst of the huge contribution of MSMEs to the country economy, the covid-19 pandemic occurred which had a variety of negative impact on MSMEs, including MSMEs Yolla Bordir. One of solution can be conducted by using digital marketing maximize. But MSMEs Yolla Bordir has not maximized the use of digital marketing, and there are several other problems, such as unplanned marketing strategy, declining people's purchasing power after Covid-19, fierce competition and unstable revenue, with decrease revenue for several times of Rp63,500,055-Rp211,473,600 in 2012-2022.

The aim of this research are (1) To find out the condition of the internal environment and the external of MSMEs Yolla Bordir (2) To propose alternative marketing strategy for MSMEs Yolla Bordir (3) To determine priority marketing strategy for MSMEs Yolla Bordir.

This research used mixed-methods. For qualitative method, data analysis technique conducted by Miles & Huberman, SWOT Matrix, segmentation, targeting, differentiation, positioning and marketing mix, which data collected through interview and observation. For quantitative method, data analysis technique conducted by IFE Matrix, EFE Matrix, IE Matrix and QSPM which data collected through questionnaire.

Based on research which conducted, there are some results (1) There are 22 strenght & 17 weakness with good internal environment condition because IFE Matrix score is 2,98255814 and There are 10 opportunity & 6 treath with good external environment condition because EFE Matrix score is 2,946540881 (2) Based on IE Matrix & SWOT Matrix proposed 13 alternative marketing strategy for MSMEs Yolla Bordir, with the proposed STDP and Marketing Mix (Market Penetration & Product Development) as the basis for its application (3) Based on QSPM, priority marketing strategy for MSMEs Yolla Bordir is "Open opportunities for resellers to cooperate by offering a variety of embroidery products, good quality using manual embroidery machines and special prices, which are attractively promoted (Both visuals and captions) through digital marketing, which is also supported by participating in digital marketing training and actively learning about it" with TAS score is 7,561137935, whose application is based on STDP and Marketing Mix (Market Penetration).

Suggestion for MSMEs Yolla Bordir are be able to implement chosen priority marketing strategy optimizely. Suggestion for the next researcher do the research to test the chosen priority strategy with aim to find out the impact of choosen priority strategy for sustainability of MSMEs Yolla Bordir.

Keyword: *Marketing Strategy, IFE Matrix, EFE Matrix, IE Matrix, SWOT Matrix, QSPM*