

## ABSTRACT

*Krampol tea is a business that sells tea-based drinks developed through partnerships. Krampol tea itself is a term used by the people of Solo City to drink tea with real lemons. The Teh Krampol partnership strategy was taken to minimize the risk of lack of capital and accelerate market penetration. However, the Krampol Tea Partnership is currently facing problems, namely unstable sales and not achieving sales targets. This is supported by the acquisition of Krampol Tea Partnership sales data for 2022 until 2023 which was very volatile. Until now, Teh Krampol has only used social media in the form of Instagram and Facebook to market its products. In dealing with the problems being faced by the Krampol Tea Partnership, it is also necessary to know about the public's brand awareness of the Krampol Tea Partnership. This study aims to deal with the problems currently being faced by the Krampol Tea Partnership by designing a marketing strategy that is carried out so that sales results can increase, be stable and meet targets. The method used in this study are SWOT Analysis Quantitative Strategic Planning Matrix (QSPM). The design of the strategy using the QSPM method begins with determining several alternative strategies including: internal factor evaluation (IFE) matrix, external factor evaluation (EFE) matrix, internal external factor matrix (IE), SWOT matrix, and QSPM matrix. The use of this QSPM method becomes a method that is carried out by selecting several alternative strategies which will later produce a choice strategy that can solve the problems being faced. In designing the strategy, primary data and secondary data are needed, where the primary data is obtained from the results of interviews with the owners and consumers of the Krampol Tea Partnership, the 7p marketing mix, and the results of market research using questionnaires distributed to the partnership's target market. While the secondary data obtained from literature studies and PESTEL analysis. Primary data obtained will be internal factors in the form of strengths and weaknesses, and secondary data obtained will be external factors in the form of opportunities and threats. After obtaining internal and external factors, weighting and evaluation will be carried out by distributing questionnaires to the owners of the Krampol Tea Partnership. The scores and weights that have been generated will be processed into calculations of the IFE matrix, EFE matrix and QSPM. The*

resulting IFE matrix is 2.829 and the EFE matrix is 2.723. This score will be processed into the IE matrix so that the results of the Krampol Tea Partnership are in quadrant 5, which means that the Krampol Tea Partnership strategy is measurably sustainable. This can explain that alternative strategies that penetrate the target market and develop products can be implemented. The next step will be to create a SWOT matrix which will produce alternative marketing strategies which will then be processed using the QSPM method. Alternative strategies obtained from the SWOT matrix will be tested in order to obtain top priorities which will become strategies that can be implemented to overcome the Krampol Tea Partnership problem. The results of the alternative strategy designs that have been obtained will be verified and validated by the Krampol Tea Partnership owner. The strategy chosen and validated by the Krampol Tea Partnership owner is to actively upload advertisements and product promotion content on social media at least 5 times a week in order to increase brand awareness and expand market share, maintain the quality of tea, raw materials for beverages and tools obtained from business packages in order to increase satisfaction and maintain customer loyalty, and improve the design of booths, banners and packaging by creating design characteristics that are different from competitors to increase the interest of potential customers. The alternative strategy is ranked first with a total Attractiveness Score of 6.830. It is hoped that the selected alternative strategies can be implemented properly so that the problems encountered can be resolved.

**Keywords: Kemitraan Teh Krampol, Marketing Strategy, IFE Matrix, EFE Matrix, IE Matrix, SWOT Matrix, QSPM Method.**