

ABSTRACT

Electric cigarettes are currently used as a substitute for tobacco cigarettes. This is due to a new trend called "vaping", which is inhaling vapor from electronic devices which will produce smoke, like when smoking. As the number of electric cigarette users in Indonesia increases, the need for electric cigarette components will also increase. Therefore, business people or Micro, Small, and Medium Enterprises (MSMEs) take advantage of this moment to become a business opportunity in the field of electric cigarettes. Vape Z Store is one of the MSMEs engaged in the field of electric cigarettes, but none of the monthly sales targets meet the targets set at the start. It is known that the cause is the lack of marketing strategies carried out such as promotions using only one social media platform, namely Instagram and many competitors who provide lower prices for some products. So that the income earned is not in accordance with the initial target set. The purpose of this research is designing alternative marketing strategies that should be used by MSMEs Vape Z Store based on the internal and external conditions of MSMEs in marketing their products using the QSPM method. Where the internal conditions are obtained by conducting an analysis of the Marketing Mix Analysis (4P) & interviews with Owners and Employees. And for the external conditions were analyzed using PEST and FIVE FORCE PORTER analysis. So it can help Vape Z Store find an effective strategy to achieve the desired turnover target. Based on research that has been carried out by weighting the Total Attractiveness Score (TAS) value, it is known that there are 5 approved alternative strategies, namely using Shopee and Tokopedia as social media platforms to market products that get the highest TAS score (5,809), adding variants of Vape products sold (5,041), adding liquid variants (4,975), adding a gift giving mechanism (4,2), and providing price discounts (3,522).

Keywords: *Marketing strategy, QSPM, Designing*