

ABSTRAK

In an era where frozen food and kebabs are becoming increasingly popular, competition is intensifying for UD. Mutiara Barokah. Additionally, the company faces several challenges, such as managing the supply chain and meeting the growing consumer demand. Therefore, UD. Mutiara Barokah needs to evaluate its existing strategies and adapt to maintain its position in a market that is becoming more competitive.

The objectives of this research are: (1) To understand the external environmental conditions that present opportunities and threats to UD. Mutiara Barokah; (2) To assess the internal environmental conditions that constitute the strengths and weaknesses of UD. Mutiara Barokah; (3) To identify the alternative strategies available for UD. Mutiara Barokah in light of the external and internal environmental conditions; (4) To formulate appropriate strategies for UD. Mutiara Barokah based on SWOT analysis and QSPM Matrix.

This research employs a qualitative methodology, with data collection conducted through interviews. The data analysis techniques used include the IFE Matrix and EFE Matrix for the Input Stage, SWOT Matrix and IE Matrix for the Matching Stage, and QSPM for the Decision Stage.

The research findings indicate that: (1) There are 22 strengths and 16 weaknesses in the internal environment of UD. Mutiara Barokah, as reflected by an IFE Matrix score of 2.665140, and 6 opportunities and 5 threats in the external environment, with an EFE Matrix score of 2.72489082969. (2) Based on the SWOT Matrix, 12 alternative strategies are proposed for UD. Mutiara Barokah. (3) According to the QSPM, the priority strategy for UD. Mutiara Barokah is to "Expand market reach by leveraging Instagram and Facebook with engaging and scheduled content," with a TAS of 4.13846904367.

Recommendations for UD. Mutiara Barokah include effectively implementing the selected priority strategy. For future researchers, it is suggested to test the impact of the selected priority strategy on the sustainability of UD. Mutiara Barokah's business.

Keywords: IFE Matrix, EFE Matrix, SWOT Matrix, IE Matrix, QSPM