

## **ABSTRACT**

*Ina Baby Porridge is a company operating in the food and beverage industry, specifically in the food sector. Problems faced by sales of Ina Baby Porridge. Therefore, Ina Baby Porridge must plan a new strategy to increase income in order to reach the predetermined target. The marketing strategy designed by Ina Baby Porridge is based on several factors, namely the company's strengths, weaknesses, opportunities and threats which will become the marketing strategy. SWOT analysis is used to obtain alternative strategies, where alternative strategies are obtained from internal factors and external factors of the company. Research data and information consist of primary data and secondary data, the analytical tools used in this research are the IFE (Internal Factor Evaluation) matrix, the EFE (External Factor Evaluation) matrix, the IE (Internal-External) matrix, the SWOT (Strengths, Weakness) matrix. ), Opportunities and Threats), and QSPM (Quantitative Strategic Planning Matrix). The SWOT matrix produces 4 alternative strategies that the company can implement. From the results that have been analyzed in the IFE matrix, the value is 3.545 and the EFE matrix results are 3.063, which shows that from the position of the research results above using Intensive Strategy, this strategy requires intensive efforts to improve the company's competitive position through existing products. From the results, alternative marketing strategies that Ina baby porridge can use in running its business are utilizing technology in promoting Ina baby porridge (such as being active on Instagram Ads, Meta Ads and Facebook Ads).*

***Keywords: QSPM, SWOT, Marketing Strategy, IFE, EFE, IE.***