

ABSTRACT

According to data from the Badan Pusat Statistik (BPS) in 2022, there are 66 million MSME units in Indonesia and the culinary industry is the largest industry in Indonesia with a total of 1.59 million units in 2022.

The challenges for MSMEs in the future that must be overcome include innovation and technology, digital literacy, productivity, legality or licensing, financing, branding and marketing, human resources, standardization and certification, training, and facilitation. This is a challenge as well as a problem experienced by Uwais Zoupa because currently Uwais Zoupa has not utilized digital technology optimally for promotional activities. This has resulted in Uwais Zoupa's predetermined targets not being achieved. Therefore, from the root of the problem, the study aims to design a promotional mix that can be implemented by Uwais Zoupa in the future so that the problems faced by Uwais Zoupa can be resolved. This study uses the SWOT Matrix (Strength, Weakness, Opportunities, and Threats) and QSPM Matrix (Quantitative Strategic Planning Matrix) methods.

For the initial stage, it is necessary to know the internal factors in the form of the company's strengths and weaknesses and external factors in the form of the company's opportunities and threats. Then create a SWOT Matrix. From the SWOT Matrix, 7 proposed strategies were obtained which then in the final stage will be calculated using the QSPM Method which will produce the best strategy as seen from the highest TAS value in each strategy. Based on the results of the QSPM, the selected strategy is Strategy 7 "using Instagram social media for promotional purposes".

The results of this design are that Uwais Zoupa already has an Instagram with 73 followers and has experienced a 36% increase in sales.

Keywords: Uwais Zoupa, Promotion Mix, SWOT Matrix, and QSPM Matrix.