

ABSTRACT

MSMEs can be defined as trading businesses managed by business entities or individuals, which contribute to the productive economic sector (Ery Suryanti et al., 2021), help the Indonesian economy by creating new jobs and increasing state foreign exchange through corporate taxes, and are defined in the Republic of Indonesia Law Article 1 number 20 of 2008 as productive businesses owned by individuals or business entities that meet the requirements to be classified as businesses, grouped based on the assets and turnover owned by a business. Ratu Sari Restaurant is one of the MSMEs engaged in the culinary field. Located on Jl. Jendral Sudirman, Kel. Alliritengae, Kec. Turikale, Kab. Maros, South Sulawesi, this restaurant serves a variety of menus. The problem faced by Ratu Sari Restaurant is that its annual sales do not reach the target.

There are several causes of Ratu Sari Restaurant's income not reaching the target, namely lack of promotion, word of mouth marketing methods, no marketing team and competitors. This study aims to design marketing alternatives that can be applied by Ratu Sari Restaurant, by considering internal and external conditions that affect the marketing of its products. The method used is the Quantitative Strategic Planning Matrix (QSPM). This method was chosen because the analysis method was created to evaluate the attractiveness and sustainability of alternative actions that can be developed, and allows for objective evaluation of strategic choices.

The results of the QSPM matrix will be the output of decision making that has been carried out based on the ranking of alternative marketing strategies, which are recommended to be applied to Ratu Sari Restaurant. The benefits of the proposal from this research are very useful for the Company. Where if the alternative proposals for marketing strategies are applied to Ratu Sari Restaurant, it is hoped that the restaurant can achieve its sales target.

Keyword – *UMKM, Marketing, QSPM*