ABSTRACT

This study explores strategic management practices to support business growth and sustainability in the context of Villa Tirtarum, a villa accommodation business located in Canggu, Bali. With intensifying competition in the hospitality sector, Villa Tirtarum must continuously adapt to remain competitive and relevant.

A qualitative case study approach was employed, utilizing key strategic tools such as the IFE and EFE matrices, VRIO, PESTEL, and Porter's Five Forces to assess internal and external environments. These inputs fed into the SWOT matrix during the matching stage to develop eleven alternative strategies, which were further evaluated using the Quantitative Strategic Planning Matrix (QSPM). Two integrated strategies were selected: international digital marketing expansion and strengthening internal human resource and management systems.

Data were collected through semi-structured interviews with nine key informants selected purposively. The study concludes with strategic recommendations focused on transformation as a foundation for sustainable growth..

Keywords: *IFE Matrix, EFE Matrix, SWOT, QSPM, Strategic Development*