## ABSTRACT

*The information and communication technology (ICT) industry continues to grow rapidly, driven by the increasing need for digitalization and automation. One significantly expanding subsector is IT outsourcing services. PT IDStar Cipta Teknologi is a company operating in this field, serving clients in banking, telecommunications, and manufacturing. However, in the face of growing competition, the company faces challenges in achieving its sales and gross profit targets. In the first and second quarters of 2024, sales achievements only reached 57.96% and 57.41%, while gross profit was 46.53% and 37.37%. The implemented gap carryover strategy, which transfers unmet targets to subsequent quarters, increased the burden on Q3 and Q4.*

*This study aims to formulate a more effective and sustainable business strategy for PT IDStar. The research applies SWOT analysis to identify internal strengths and weaknesses, as well as external opportunities and threats. It also uses the Quantitative Strategic Planning Matrix (QSPM) to evaluate and prioritize strategic alternatives based on weighted scores and attractiveness ratings.*

*The analysis shows that a market penetration strategy is the most optimal choice, receiving the highest Total Attractiveness Score (TAS) in QSPM. This strategy includes strengthening relationships with existing clients, improving service quality, and increasing delivery efficiency. It is expected to enhance customer loyalty and expand the company's market share in the competitive IT services landscape.*

*This research contributes to data-driven strategic formulation that supports companies in navigating industry dynamics. It also recommends business model transformation toward subscription-based services and the optimization of internal systems such as financial reporting and talent management to ensure more sustainable growth.*



**Keyword:** *Business Strategy, SWOT Analysis, QSPM, Market Penetration,, Digital Transformation, Competitive Advantage*