

ABSTRACT

CV. Kembar Jaya Kreatif is a company engaged in the field of garment or convection. Income from CV. Kembar Jaya Kreatif from September 2017 to April 2019 can be seen that there are several months of income that do not meet the specified income targets. Because of that CV. Kembar Jaya Kreatif must plan a new strategy in order to increase revenue in order to achieve the targets that have been determined. Marketing strategy designed by CV. Kembar Jaya Kreatif based on several factors, namely the strengths, weaknesses, opportunities, and threats of the company. SWOT analysis is used to obtain alternative strategies, where alternative strategies are obtained from internal and external factors of the company. Research data and information consists of primary and secondary data, the analytical tools used in this study are the IFE (Internal Factor Evaluation) matrix, EFE (External Factor Evaluation) matrix, IE (Internal-External) matrix, SWOT (Strengths, Weakness matrix) , Opportunities, and Threats), and QSPM (Quantitative Strategic Planning Matrix). The SWOT matrix produced 5 alternative strategies that the company could implement. Based on the QSPM results from 5 alternatives there is one priority strategy that is prioritized namely utilizing existing technology to conduct marketing activities and sell products online such as through social media and e-commerce with a TAS score of 6.303.

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