

## **ABSTRACT**

*In the digital era like now, many industries have changed or competed in the digital market, not only the way of selling, but also various products have begun to shift or have the latest technological developments and production methods. One of the printed materials we used often but now has shifted to follow current technology.*

*Among many printing manufacturers, one of which is Yukcetak which is a website that provides online printing services in partnership with local printing companies in Bandung. Yukcetak is a newcomer to the online printing business. Therefore Yukcetak needs development to be able to compete with its competitors. This research was conducted to develop Yukcetak's competitive strategy by knowing the conditions of the external, internal environment, and determine the best strategy that Yukcetak can do using QSPM matrix analysis.*

*This research uses descriptive qualitative method by collecting data through interviews and direct observation. The number of speakers who became the source of this research data were 6 people taken from Yukcetak's internal and external parties. Then the data is processed using IFE and EFE, SWOT, and QSPM matrices.*

*The results of the study produced 6 alternative strategy choices that Yukcetak could choose to compete with its competitors. One strategy with high approval is the creation of a company profile consisting of videos or photos arranged to add flavor to potential Yukcetak consumers.*

***Keywords: Yukcetak, Competitive Strategy, IFE, EFE, QSPM.***