

## ABSTRACT

The creative industry sector in Indonesia continues to grow every year. Based on data from the 2017 Central Bureau of Statistics (BPS), the GDP graph of the creative industry sector to national GDP are increase each year and the fashion -sub-sector in the creative industry sector- contributes 18% of the GDP of the creative industry. Business category of denim or jeans is include in the fashion subsector. Wall Of Fades (WOF) is the largest denim exhibition in Southeast Asia that lasts for 3 days at Jakarta, on 2017 one of the local denim brands was able to sell 800 pieces of denim during the exhibition, with that opportunities, Esens Co. as a company that produces denim refresher has not been able to reach the sales target every month, to reach the sales target that has been set, Esens Co. need to formulate the right alternative marketing strategy by analyzing the internal and external environment using the IFE and EFE matrix to get the main internal and external factors, then these factors are used to determine the position of the company using the IE matrix and be considered for making several alternative strategies marketing based on strength, the weakness of the company to face the opportunities and threats by using the SWOT matrix, from several alternative marketing strategies resulting from the SWOT matrix and added with the existing alternative marketing strategies, the best strategy was chosen using Quantitative Strategic Planning Matrix (QSPM).

The results of the study show there are 17 main internal factors and 15 main external factors of the company. The internal factor score of the IFE matrix is 2,629 and the external factor score of the EFE matrix is 0.2543, the company's position based on the IE matrix is in quadrant V or in the hold and maintain position. The results of the SWOT matrix produced 12 alternative marketing strategies and were selected as one of the best strategies based on QSPM analysis is collaborating with local denim brands and distribution outlets in the Bandung City with a score of Total Attractiveness Score (TAS) is 7,005.

**Keywords:** IFE Matrix, EFE Matrix, IE Matrix, SWOT, *Quantitative Strategic Planning Matrix (QSPM)*