

ABSTRACT

Mental health in Indonesia has started to become a topic that is always discussed. The movement to increase public awareness about mental health is quite diverse, ranging from campaigns, education, to the formation of organizations or institutions engaged in mental health. Based on the Data and Information Center of the Ministry of Health of the Republic of Indonesia (2019), mental disorders are one of the largest contributors in years of life with disabilities (Years Lived with Disability / YLDs). Mental disorders accounted for 13.4% when viewed from the causes of disability (YLDs).

Kawancerita.id was present in 2019 and was formed based on everyone's experience in dealing with mental health disorders, so Kawancerita.id is here with the hope of being a listener friend, encouragement, happiness giver and counseling service provider that is free of charge for all people. Kawancerita.id has the lowest competitive position among its competitors. This is of course not without reason. Kawancerita.id is still in the introduction stage and does not yet have a clear business structure and marketing program. In addition, Kawancerita.id has not provided service product innovations that can compete with its competitors.

In designing the marketing strategy, the SWOT and IE matrices are used to generate alternative strategies and the QSPM matrix to rank the priority strategies that will be used by Kawancerita.id. The SWOT matrix produces 9 alternative strategies that can be implemented. The IE matrix provides an overview of Kawancerita.id's position in quadrant 5, which means Kawancerita.id can use market penetration and product development strategies. The strategies in the SWOT matrix are grouped into 3 parts, namely designing business models, market penetration, and product development. Based on the results of the QSPM matrix, the strategy that needs to be prioritized is to create an efficient business model in terms of costs, market penetration, and product development with a total attractiveness score (TAS) of 5,148, 5,082, and 5,037 respectively. Furthermore, the proposed strategy will be included in the roadmap for 4 years to be implemented.

Keywords: Mental health, Strategy, QSPM, IE Matrix, SWOT, Roadmap