

## ABSTRACT

Today, the development of fashion has increased significantly. Many people have luxury lifestyle, it caused a high demand for fashion. Fashion is something that cannot be missed for women who have consumptive habits in buying something that they find interesting, such as buying clothes, bags, and wallets. This is an opportunity to create a business in the women's fashion industry. This opportunity was not wasted by an online shop that sells on Instagram, namely Luxurie.me. Luxurie.me sells shoes, bags, wallets and more on Instagram. Luxurie.me's previous sales went smoothly. However, recently the sales have not reached the set sales targets. Sales have decreased every month. There are some problems which caused the sales decreased. One of them is that marketing strategy was still not optimal. The Luxurie.me's marketing strategy can't increase the sales. This is a problem for Luxurie.me. So, Luxurie.me must solve this problem by designing a new marketing strategy to increase sales from The Luxurie.me store. The design uses the Quantitative Strategic Planning Matrix (QSPM) method. QSPM is a method that can produce some of the best alternative marketing strategies. This method is assisted by the Internal Factor Evaluation Matrix and External Factor Evaluation Matrix, IE Matrix, and Matrix SWOT which will produce some of the best alternative marketing strategies that can increase item sales at the Luxurie.me store. In determining the results of the design, interviews were carried out with the *owner* and customer first than Luxurie.me. This is done to seek internal analysis which will later become the strengths and weaknesses of Luxurie.me. Next is to conduct a literature study on the environment that affects Luxurie.me to seek external analysis which will later become opportunities and threats for Luxurie.me. After the internal and external analysis is complete, the next step is to give a questionnaire to internal parties from Luxurie.me to determine the weights and ratings that will be calculated in the IFE, EFE, and QSPM matrix. After determining the weights and ratings, then calculating the IFE and EFE matrix where the results obtained a total score of 2.516 for the overall score of the IFE matrix and 2.870 for the overall score of the EFE matrix. Then the score is mapped into the IE matrix where the results enter quadrant 5. Quadrant 5 means that Luxurie.me is in a position to guard and defend. The strategies that can be

applied by Luxurie.me based on the IE matrix are market penetration and product development. Therefore, a market penetration and product development strategy will be proposed as a strategy that can overcome the problems that exist in Luxurie.me. The next step is compiling a SWOT matrix based on Luxurie.me's strengths, weaknesses, opportunities, and threats. The results of the SWOT matrix are several marketing communication mix strategies that will be proposed to Luxurie.me. After that the strategies that have been generated are calculated in the QSPM matrix to be evaluated and determine the priority of the strategies to be implemented. After that, verification and validity were carried out with the Luxurie.me *owner* against the proposed strategy. The result after verifying and validating the strategy to be implemented is to do endorsements to expand market share and increase audience, carry out social media promotions to attract customers and increase followers, hold product promos to increase selling power, present testimonials from buyers to increase trust, create content interesting and unique content to increase competitiveness with competitors, and create interactive content with customers to create customer trust. It is hoped that some of these strategies can increase sales at the Luxurie.me store.

Keyword : ***Marketing Communication Mix Strategy, QSPM, SWOT***