

ABSTRACT

Digital start-up companies are growing rapidly, the competition between digital start-up companies is also very competitive. Digital start-up companies must have the right strategy to survive and compete, so that digital start-up companies can continue to grow, and contribute greatly to the people of Indonesia. PT Ferbe Berkat Teknologi (Ferbetech) is a digital start-up company engaged in IT (Information Technology) goods and services, especially in the field of IT Security Consultants. PT Ferbetech was established in 2019 and is domiciled in West Jakarta, with 10 employees. In its journey, PT Ferbetech has experienced several challenges in developing its business, such as currently PT Ferbetech is experiencing several obstacles, including related to a decline in sales in 2021 when compared to sales in 2020, which resulted in financial statements in 2021 which experienced a decline or even minus. The purpose of this research is to analyze what problems exist at PT Ferbe Berkat Teknologi related to the company's internal and external conditions and to develop several alternative formulations for internal and external challenges so that PT Ferbetech can grow rapidly in 2030. Several research methods are used in the research. this is a qualitative (case study) with a SWOT method approach, analitic internal and external, development of strategic alternatives, and strategy selection. The sources of this research are PT Ferbe Berkat Teknologi's internal team, distributor (PTI) and Zkteco's principle representatives. From this research, it can be concluded that there are several alternative choices of the most appropriate strategy to be applied at PT Ferbetech by considering the current internal and external conditions, including; Market approach with digital marketing, build a professional IT team to support customer needs, create CRM strategies and campaigns to introduce aftersales service, and conduct B2C sales by utilizing e-commerce. Based on the QSPM analysis, the preferred strategy is a market approach with digital marketing.

Keywords: SWOT, Strategy start-up company, Strategy , Analysis, Business, Process