

ABSTRAK

Inglebert Shoes Records is a business engaged in services to meet the needs of shoes which was founded in 2019, Inglebert Shoes Records aims to meet consumer needs regarding shoe services because it requires special skills to be able to treat shoes. The purpose of Inglebert Shoes Records research is to develop a *marketing* communication mix strategy that can be applied by Inglebert Shoes Records. There are several main reasons why Inglebert Shoes Records' revenue did not reach its target. The owners of Inglebert Shoes Records wanted to improve their *marketing* communications mix strategy to address the issues they were facing. Strategy design using the quantitative strategic planning matrix (QSPM) method is a method of selecting several alternative strategies and producing a choice strategy that can be used to solve the problems faced. In designing strategies, the quantitative strategic planning matrix (QSPM) method creates several alternative strategies that are supported and used by the internal factor evaluation (IFE) matrix, external factor evaluation (EFE) matrix, internal external factor (IE) matrix and the SWOT matrix. The data used to design this strategy are primary data and secondary data. Primary data comes from interviews with owners and customers of Inglebert Shoes Records, which then turns into internal factors, namely strengths and weaknesses. Secondary data is obtained from literature study and porter's five strengths that can produce external factors, namely opportunities and risks. After knowing the internal and external factors, the next step is weighting and evaluation. This is done by distributing questionnaires to the owners of Inglebert Shoes Records. Weights and scores are used to calculate the IFE matrix, EFE matrix, and QSPM. After calculating the IFE and EFE matrices, the IFE matrix value is 2,766 and the EFE matrix value is 2,631. The scores are entered into the IE matrix and the results of Inglebert Shoes Records are included in the fifth quadrant. This means that Inglebert Shoes Records' strategy is relatively sustainable. This shows that alternative market penetration and product development strategies can be used. After understanding the applicable strategy, the next step is to create a SWOT matrix that produces alternative marketing communication mix strategies. The final step in strategy design is to use the QSPM method. Alternative strategies obtained through the

SWOT matrix are evaluated to produce strategic priorities that can be implemented. After receiving the results of the strategy design, they will verify and validate the strategy with the owner of Inglebert Shoes Records. The validated and approved strategies for initial implementation include creating interesting content to compete with competitors, providing free pick-up service to new consumers to increase sales, conducting promotions on social media to expand market share, providing free 1-time washing coupons to consumers. who has made 4 transactions at Inglebert Shoes Records to create consumer trust, implemented 2 direct services to consumers to increase competitiveness with competitors, created innovative content to introduce Inglebert Shoes Records services more deeply and increase trust. This strategy is expected to solve the problem of Inglebert Shoes Records.

Keywords: IFE Matrix, EFE Matrix, IE Matrix, SWOT Matrix, QSPM Matrix, Marketing Communication MixStrategy.