

ABSTRACT

UMKM during the Covid-19 pandemic experienced an increase because many people were laid off from their jobs and duties, thus triggering the community to make a business for their survival. Micro, Small and Medium Enterprises (UMKM) are one of the important aspects of the Indonesian economy. Indonesian UMKM contribute greatly to Gross Domestic Product (GDP). In the system that runs in UMKM, there are not a few shortcomings in the management of their companies. In conditions like today, businesses and businesses are required to have a new strategy in marketing their business so that the UMKM they own can run and compete with various other existing UMKM. Starting from looking for information related to internal and external environmental factors from John Kebab & Grand Sweet Coffee SMEs, the analytical method used is the Internal Factor Evaluation (IFE) matrix, External Factor Evaluation (EFE) matrix, Internal – External (IE) matrix, SWOT matrix (strength, weakness, opportunity, threat) and Quantitative Strategic Planning (QSPM) matrix. Based on the results of the analysis of the problem formulation, namely what is the right marketing strategy with the external & internal conditions of John Kebab & Grand Sweet SMEs with the SWOT & QSPM method, based on the results of integrated system design and validation of the evaluation results of the design results obtained alternative strategies, namely increasing social media advertising compared to with competitors with the help of social media & culinary coverage media in Bali, namely Delicious Bali, another platform tiktok & youtube.

Keywords: *John Kebab, Grand Sweet Coffee, SWOT Matrix, Marketing Strategy, QSPM Matrix, IFE Matrix, EFE Matrix, IE Matrix*