

ABSTRACT

Aponic is a hydroponic company domiciled in Pontianak City. Aponic experiencing problems, namely sales that have not met the target. Aponic needs to know alternative strategies that can be implemented to increase sales of Aponic products.

The results of this calculation are in the form of a marketing strategy design using the Quantitative Strategic Planning Matrix method. At the stage of analyzing internal and external factors strengths and weaknesses as well as opportunities and threats are obtained in order to determine Aponic's position. Furthermore, a SWOT analysis was carried out to determine alternative strategies. Utilizing the results of the Quantitative Strategic Planning Matrix questionnaire to select priorities and alternative strategies obtained. Then validate the Aponic owner to find out the chosen implementation plan.

The result of the priority strategy chosen is market development. There are several stages to carrying out this strategy including expanding the market by collaborating with lettuce resellers, increasing *online* product marketing using features available on Instagram and WhatsApp, and conducting teaching and training to Aponic employees regarding digital marketing.

Keywords — *Marketing Strategy, QSPM, SWOT Analysis*