

ABSTRACT

MSMEs have an important role in Indonesia because the number of MSMEs reaches 99% of the existing business structure in Indonesia and contributes 61% to Indonesia's National GDP, besides that MSMEs absorb up to 97% of the total national employment. During the Covid-19 pandemic, the Indonesian economy experienced a recession, so that not a few MSMEs were negatively affected by this event, so the government established policies that were able to improve economic growth through increasing MSME growth in Indonesia. In line with the policies issued by the government and the plight of MSMEs, DCreativ Indonesia is here and helping restore the economy through digitizing MSMEs in Lampung. However, DCreativ experienced a decrease in transactions which resulted in a decrease in revenue, this was due to a lack of marketing carried out by the managers of DCreativ Indonesia during its operation.

The purpose of this research is to provide strategy suggestions to DCreativ Indonesia in the promotion aspect using SWOT analysis and the QSPM Matrix method so that DCreativ can continue to grow and compete with other platforms. SWOT analysis is carried out to obtain alternative strategies in terms of internal and external aspects of the company, while the QSPM Matrix Method is carried out to obtain the best strategic decisions resulting from SWOT analysis. Based on the research that has been done, it is found that the promotion strategy chosen is based on the TAS weight obtained, providing training to DCreativ Indonesia's HR to be able to keep up with marketing development trends through online training (5,79), utilizing technology to improve website and simplify the ordering system by integrating the ordering process (5,77), increasing the intensity of promotion on social media (5,66).

Keywords: SMEs, SWOT Analysis, QSPM Method