

## **ABSTRACT**

*Griya Fitnes is one of the UMKM engaged in the rental of sports equipment or gyms and massage equipment for individuals as well as for institutions or offices. Griya Fitnes was founded on December 18 2017 located in Meteseh Village, Tembalang District, Semarang City, Central Java. Griya Fitnes accepts rental services for fitness equipment, exercise equipment and tools by providing delivery services to its customers. Griya Fitnes has problems regarding fluctuating income that tends to be unstable, this problem is supported by the acquisition of Griya Fitnes income graph data from 2020 to September 2022 which fluctuates every year. After making observations, in-depth interviews, and preliminary surveys. The problems that occur in Griya Fitness occur in marketing strategies that are not optimal. This final project research aims to improve marketing strategies using Quantitative Strategic Planning Matrix (QSPM). Strategic planning using analysis SWOT and QSPM begins with determining the internal factors and external factors of the company to get the IFE matrix and EFE matrix. The IFE matrix was obtained through the acquisition of primary data obtained from interviews and questionnaires with Griya Fitnes owners so that strength and weakness factors were produced. The EFE matrix was obtained through the acquisition of secondary data obtained from literature studies and observations through PEST analysis and Five Force Porter so that opportunities and threats are generated. After obtaining the matrix of IFE and EFE weighted scores of 2.86 and 2.77, then a merger was carried out using the IE matrix which mapped IFE and EFE based on the weighted score into 9 cells which were divided into 3 regions which had alternative strategies that differed according to the given weighting value. obtained. Griya Fitnes is in region II in quadrant 5, which means that the proposed strategies that can be used are market penetration and product development. The next stage is the creation of a SWOT matrix whose goal is to obtain alternative strategies derived from the internal (strengths and weaknesses) and external (opportunities and threats) factors that have been obtained. The strategies obtained from the SWOT matrix are SO strategies, ST strategies, WO strategies, and WT strategies, the total strategies obtained through the SWOT matrix are 8 proposed strategies. The next process is selecting the best alternative proposed strategy using the QSPM calculation, in the*

*QSPM calculation it will look for a value Attractiveness Score (AS) and Total Attractiveness Score (TAS) between the strategies obtained with internal and external factors of the company. After obtaining the TAS value for each strategy, it will be known which strategy is the top priority for overcoming problems at Griya Fitnes. The next stage is the process of verifying and validating the results of the draft strategy proposal to Griya Fitnes owners. After going through the validation from the owner, 7 strategies were obtained which were accepted by the owner which included 5 market penetration strategies which were in the order of 1 to 5 highest scores in the acquisition of QSPM. The market penetration strategy that is a priority for Griya Fitnes to be considered for implementation is maximizing and improving marketing channels as a medium for business promotion with a TAS value of 6,445, penetrating the market for rental services of fitness equipment, tools, and household appliances with a TAS value of 6,336, conducting continuous market research with a TAS score of 5,993, conducting strategic management processes to achieve company competitive advantage and optimizing performance with a TAS score of 5,881, collaborating with the government and private companies to expand market reach, research and development, and service marketing with a TAS score of 5,840. All of the selected marketing strategy alternatives are expected to be implemented by Griya Fitnes to be able to overcome the problem.*

**Keywords:** *Griya Fitnes, Marketing Strategy, IE Matrix, SWOT, QSPM.*