

Abstrak

Micro, Small, and Medium Enterprises (MSMEs) constitute a crucial pillar in a country's economy. MSMEs play a pivotal role in creating employment opportunities and enhancing the well-being of society. In Indonesia, MSMEs also contribute significantly as a source of foreign exchange through exporting their products to various countries. In 2022, MSMEs in Indonesia experienced rapid growth. One such example is Palmtree Sanur MSME, founded by Putu Astika and Made Bagus Kemha Giri Waisnawa in Bali. They specialize in clothing, particularly beach shirts. However, in line with the development of MSMEs in Indonesia, Palmtree Sanur needs to update its marketing strategies. Moreover, the failure to achieve sales targets has motivated them to revamp their marketing approach. To address this, Palmtree Sanur MSME has taken steps. Through fishbone analysis, they have formulated solutions to the challenges they face. Internal and external factor analysis, including PEST and Porter's Five Forces analysis, shape the IFE and EFE matrices. These matrices help depict the position of Palmtree Sanur MSME in quadrant 5, recommending strategies for market penetration and product development. As a result, the IE matrix findings are used in SWOT analysis, yielding six proposed strategies. To determine priorities, the QSPM method is employed, resulting in the highest-rated strategy with a value of 6.912. Through these efforts, it is hoped that Palmtree Sanur MSME can continue to thrive and succeed in an increasingly competitive market.

Keywords: MSMEs, Palmtree Sanur, Marketing Strategy, QSPM.