

ABSTRACT

Pepaya Krispy Mek Marta is a relatively new MSMEs that was officially established in 2021 which has a production center in Denpasar, Bali. Pepaya Krispi Mek Marta have sales problems that have not been able to meet the set targets. Based on fishbone diagram analysis, it can be seen that the root of the company's problems is promotion due to the absence of a marketing strategy. To design a marketing strategy, an analytical method is needed that can assist the design process. There are several methods that can be used by companies to develop strategic plans, namely, the IE matrix, the SWOT matrix, the BCG matrix, the CPM matrix, the SPACE matrix and the QSPM matrix. The use of the QSPM matrix will produce marketing strategy proposals to increase the income of MSMEs Papaya Krispy Mek Marta in order to achieve the target. In making the QSPM matrix, an internal audit will be carried out first to find out the company's weaknesses and strengths which will produce the IFE matrix. An external audit will also be conducted to find out the opportunities and threats that will produce the EFE matrix. The IFE and EFE matrices will be used to compile the IE matrix where the company is currently in the fifth quadrant with the hold and maintain category. Based on the research, it was found that the chosen marketing strategy proposal was to doing promotions by utilizing Instagram for MSMEs Papaya Krispy Mek Marta with a score of 5.21

Key-Words: MSMEs, IFE, EFE, IE, SWOT and QSPM