

**MARKETING STRATEGY ANALYSIS USING SWOT AND QSPM
METHODS TO INCREASE LEATHER SHOE SALES
(Case Study: MSMEs Faaz Store Tanggulangin)**

Nama : Nabila Karina Dewi
NIM : 1203190029
Pembimbing : 1. Ayu Endah Wahyuni, S.T., M.T
2. Huki Chandra, S.T., M.Sc.

ABSTRACT

Faaz Store Tanggulangin is an MSME which operates in the leather shoe sector, located at Jl. Raya Kludan No. 47, Kludan, Kec. Tanggulangin, Sidoarjo Regency. The problem faced by Faaz Store MSMEs is the decline in sales of leather shoes after the Covid pandemic, and there is no proper strategy analysis from MSMEs to increase these sales after the pandemic. Therefore, this research proposes a marketing strategy to increase sales using the SWOT and QSPM methods. The research was conducted from early May 2023 to early December 2024. From the calculation results, the percentage of sales of Faaz Store Tanggulangin Leather Shoe products in 2022 and 2023 will decrease by 5.56%. Data collection techniques use observation and interviews. Observation is observing the environment around MSMEs, collecting data in the form of interviews, by interviewing the owner and existing staff. There are 3 analysis stages in the data analysis technique, namely Input Stage, Matching Stage, and Decision Stage. After generating several alternative strategies that have been obtained, three strategies will be selected that will be applied to MSMEs. SWOT analysis is an abbreviation of Strengths, Weaknesses, Opportunities and Threats, or is interpreted as a framework for identifying and analyzing a company's strengths, weaknesses, opportunities and threats. QSPM is a matrix that allows developing and evaluating appropriate marketing strategy alternatives to increase product sales volume. The research results were obtained from the 7P marketing mix interviews and Porter Five Forces analysis. From the results of the QSPM calculation, three main strategies can be produced based on the highest TAS value. The first strategy is to consider prices between similar competitors, as well as maintaining product characteristics, in order to win price competition between craftsmen. With a TAS value of 16,693. The second strategy is to increase the number of products and develop existing products, to be able to achieve high industrial growth. With a TAS value of 16,651. The third strategy is to create new product innovations, which are more popular with consumers, which makes MSME products more varied. With a TAS value of 16,413.

Keywords: MSMEs, Marketing Strategy, Leather Shoes, SWOT, QSPM.