

ABSTRACT

Sate Acin Mengantuk is an MSME that operates in the food and beverage sector, especially the food industry which provides processed chicken meat in the form of satay. Sate Acin promises to provide dine-in and delivery services. Since the Covid-19 virus emerged, people have experienced a change in consumption habits directly from restaurants to takeaway services, which is a big opportunity for MSMEs. However, in the last four months from January to July, it was found that sales did not meet targets and sales growth fluctuated with small increases. Therefore, observations were made of the feared Acin Sate MSMEs based on various factors ranging from the products offered, location, offers and management. , There are several problems with the highest weight, namely management problems, where the sales increasing strategy implemented by Sate Acin is not yet optimal. There are several problems, where the strategy to increase sales implemented by Sate Acin is not yet optimal, so it is necessary to propose a strategy to increase sales based on the condition of Sate Acin Mengantuk. To achieve the target, it is necessary to propose a strategy to increase sales based on the condition of Sate Acin Mengantuk.

The research was carried out using two methods to obtain strategy proposals, namely the SWOT Matrix. Next, priority strategy selection is carried out using QSPM. SWOT analysis is carried out by identifying internal and external factors to obtain a SWOT and IE matrix so as to obtain alternative strategies and carry out evaluations to determine alternative strategy priorities that can be implemented with QSPM to increase sales of Acin Sate MSMEs to increase sales in order to achieve targets

Keyword: MSME, Strategy, SWOT, QSPM