

## **ABSTRACT**

This research has the main topic of studying the MSME Cafe sector. The development of the culinary industry in Indonesia is influenced by various factors such as demographics, economic growth and people's lifestyles. This can be seen from the increase in businesses with various concepts, one of which is cafes. My Yellow Cafe is a cafe in Depok City, founded in early 2020.

As time goes by, a strategy is needed in business development because the world has started to shift to digitalization. Therefore, the author hopes that this research can become a reference or recommendation in carrying out digitalization for MSMEs in Indonesia, and can be superior to its business competitors and become an example, especially for MSMEs. This research aims to develop and plan an appropriate business strategy for the MSME My Yellow Cafe.

Therefore, Internal Analysis (Functional Management & SW Analysis) and External Analysis (Porter's 5 Forces Analysis, OT Analysis, PEST Analysis) are needed, after which it is continued to become a SWOT method (Strength, Weakness, Opportunity, & Threaten) by finding out from the outside. strengths, weaknesses, opportunities and can anticipate threats that will occur in the future, then determine the IFE Matrix and EFE Matrix and get the IE Matrix results. Next, it is quantified using the Quantitative Strategic Planning Matrix (QSPM) method to obtain an objective priority strategy.

From the results of this research, researchers can provide conclusions and suggestions for developments in the strategic management of MSME My Yellow Cafe. As well as helping in solving problems faced and making decisions at My Yellow Cafe

Keywords: Internal Analysis, External Analysis, SWOT, QSPM.