

Abstract

This research aims to develop a business strategy for CV. BIODES 16, a creative SME in Bandung, to address the issue of unstable profits, which is indicated to be caused by dependence on traditional marketing and manual processes. The theoretical concepts and tools used are SWOT analysis and the Simple Additive Weighting (SAW) method. SAW is considered suitable for determining strategic priorities for SMEs, as it offers a simple strategy, flexible criteria and weights, and is easy to use.

This study employs a descriptive qualitative method, involving interviews with seven key informants (both internal and external). Data was validated through source triangulation and analyzed using a combination of SWOT analysis to formulate strategies, and the Simple Additive Weighting (SAW) method, which is deemed suitable for determining priorities due to the company's micro-scale operations, limited number of informants, and the ability to conduct more accurate evaluations based on criteria values and weights set according to the company's management preferences.

The research findings identified the company's core strength in its ability to customize high-quality products, but with a significant weakness in digital marketing. Through SAW calculations, the selected priority strategy is to create a marketing campaign highlighting the uniqueness, quality, and sustainability value of the product (A1), which achieved the highest score (0.735). This study provides practical benefits in the form of clear and measurable strategic recommendations for CV. BIODES 16 to enhance competitiveness, while also contributing theoretically to the application of the relatively simple yet effective SWOT-SAW combined method for strategic decision-making in SMEs within the creative industry.

Keywords: *SWOT Analysis, SWOT Matrix, Simple Additive Weighting, Business Strategy, Creative Industry.*