

ABSTRACT

This study aims to formulate an effective marketing strategy for Rumah Makan Mbok Galak by integrating the 4P marketing mix, SWOT analysis, and the Quantitative Strategic Planning Matrix (QSPM) method. Data were collected through observation, interviews, and questionnaires. The results indicate that the main strengths lie in food quality and cleanliness, while the weaknesses involve limited digital promotion and an unappealing dining atmosphere. With an IFE score of 3.1495 and an EFE score of 2.005, the prioritized strategy involves enhancing digital promotion and providing employee training. This study is expected to support managerial decision-making and improve the restaurant's competitiveness in the culinary business sector.

Keywords: *Marketing Strategy, 4P, SWOT, QSPM, UMKM, Mbok Galak*