

Analysis of Honey Marketing in Increasing Sales using the SWOT and QSPM methods (Studi Kasus: MaduKita Pangkalan kerinci)

TUGAS AKHIR

Diajukan Sebagai Salah Satu Syarat
Untuk Memperoleh Gelar Sarjana Teknik Pada
Program Studi Teknik Industri

Disusun Oleh:

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**PROGRAM STUDI TEKNIK INDUSTRI
FAKULTAS SAINS DAN TEKNOLOGI**

UNIVERSITAS ISLAM NEGERI SULTAN SYARIF KASIM RIAU

PEKANBARU

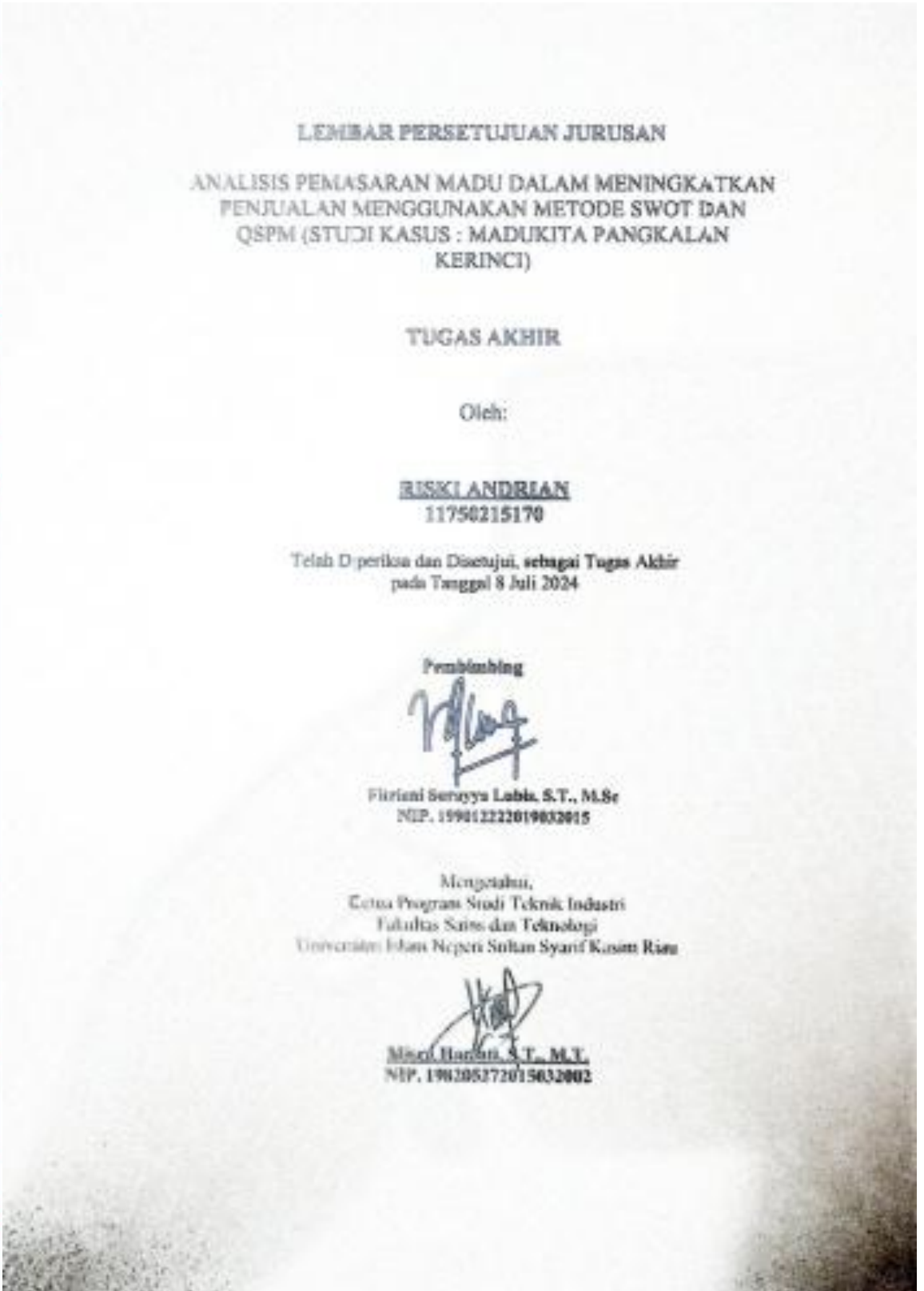
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**ANALISIS PEMASARAN MADU DALAM
MENINGKATKAN PENJUALAN MENGGUNAKAN
METODE SWOT DAN QSPM (STUDI KASUS :
MADUKITA PANGKALAN KERINCI)**

Oleh:

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sebagai Salah Satu Syarat untuk Memperoleh Gelar Sarjana Teknik
Fakultas Sains dan Teknologi Universitas Islam Negeri Sultan Syarif Kasim Riau
di Pekanbaru, pada Tanggal 8 Juli 2024

Pekanbaru, 8 Juli 2024
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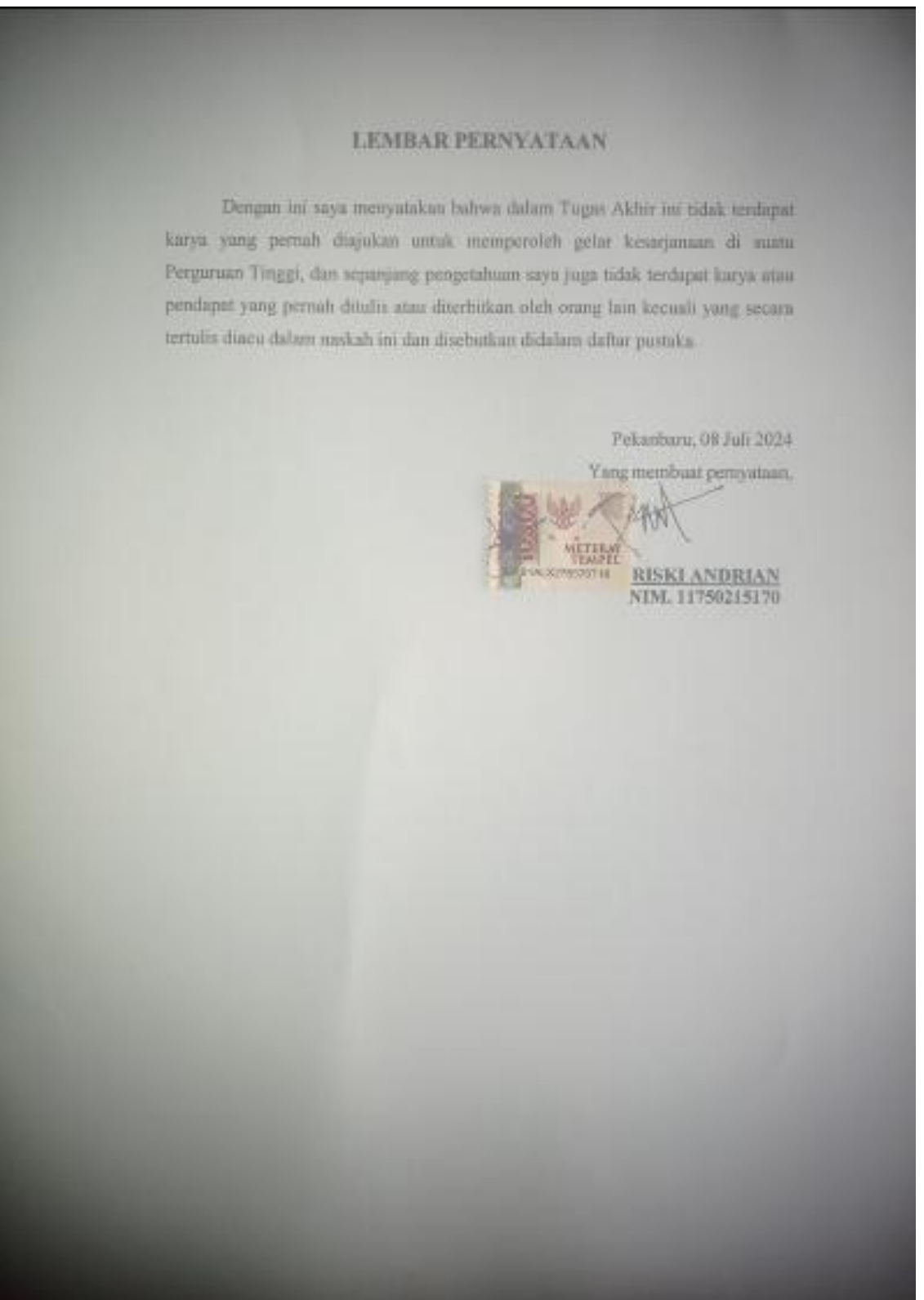
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Sekretaris I	: Fitriani Sunzuya Lubis, S.T., M.Sc
Anggota I	: Misra Hartati, S.T., M.T.
Anggota II	: Anwardi, S.T., M.T



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Dengan Biarkan Ambisimu Yang Besar Menghalangi Berbagai Pencapaian Kecil Yang Jauh Lebih Bermakna

Dengan rahmat Allah yang Maha Pengasih lagi Maha Penyayang

Dengan Ini Ku Persembahkan Sebuah Karya Untuk Orang Tuaku Tercinta

Yang Telah Mendukung Dan Memberikan Motivasi, Doa Terbaik Dan Restu Yang Tiada Henti

Serta Untuk Semua Yang Telah Mendukung Saya Untuk Mengambil Keputusan Dan Pilihan Dalam Hidup Serta Doa Yang Tidak Pernah Putus

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KATA PENGANTAR



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Analysis of Honey Marketing in Increasing Sales using the SWOT and QSPM methods

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INTRODUCTION

The role of the business owner is very dominant in running his business. MSME owners have full responsibility for the business they run. Decisions related to the business are entirely in the hands of the owner. So, an owner must be able to overcome and resolve problems that arise in his business by making the right decisions. Knowledge of good financial management and business development can help business owners make the right decisions in their business management, resulting in good financial management and business development behavior. (Prasetiawan, 2016).

The MaduKita business is one of the businesses in Pangkalan Kerinci that sells genuine honey which has various types including red honey and black honey. In Pangkalan Kerinci district there are several businesses that are also engaged in the honey industry. Therefore, it will increase competition between businesses. In this way, the MaduKita business needs to improve its marketing strategy.

Based on the results of interviews with MaduKita Business Owners, there are several factors that cause sales to often decline, such as the large number of similar businesses offering relatively the same products and prices, less strategic sales locations, and poor and effective marketing design which are also causes. unstable sales targets every month.

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Comparative data on sales of the MaduKita business and its closest competitors

Month	MaduKita(kg)	Pelalawan Madu(kg)	Area Madu(kg)
March	1548	1583	1385
April	1963	1789	948
May	1183	2037	1532
June	1380	1693	1278

It can be seen that MaduKita's sales have increased and decreased in sales in the last 4 months. According to the results of interviews with MaduKita business owners, there are several factors that have caused sales to tend to decline in the last few months, such as there are similar businesses that previously ran honey businesses, including Pelalawan Madu and also AreaMadu, so that many consumers have subscribed to these businesses.

Pelalawan Madu and AreaMadu are competing businesses for MaduKita, these two competitors have several advantages in this business. Among them, they have a more strategic shop location and they also have many regular customers. This is what makes our honey business have to have a good strategy to increase sales. The price of honey for each business also varies, ranging from 95 thousand rupiah to 120 thousand rupiah.

Judging from the explanation above, the process of determining a marketing strategy must be well prepared, so that the marketing strategy chosen will be able to penetrate the market. Judging from the tight market competition, improvements must be made, the ability to capture market share will affect the survival of the business itself (Wibowo et al., 2015).

LITERATURE REVIEW

SME (small medium enterprise)

The role of SME owners is very dominant in running their business. SME owners have full responsibility for the business they run. Decisions relating to SMEs are completely in the hands of the owner. So, an owner must be able to overcome and resolve problems that arise in his SME by making the right decisions. Knowledge of good financial management and business development can help business owners make the right decisions in their business management, resulting in good financial management and business development behavior. (Muhammad Sabiq Hilal Al Falih, 2019)

Marketing strategy

according to Assauri (2013: 15) marketing strategy is a series of goals and objectives, policies and rules that provide direction to a company's marketing efforts from time to time, at each level, reference and allocation, especially as a company's response to the environment and competitive conditions. which is always changing (Rusli, 2019).

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Accidental Sampling

Accidental sampling is a technique for determining samples based on chance, that is, anyone who meets the researcher by chance can be used as a sample, if it is deemed that the person they meet by chance is suitable as a data source. In the accidental sampling technique, sampling is not determined in advance. Researchers simply collect data from the sampling units found. (Meidatuzzahra, 2019)

EFE and IFE matrices

External Factor Evaluation (EFE) Matrix According to Sedarmayanti (2014), it is usually used to evaluate a company's external factors. External data is collected to analyze matters relating to issues: Economic, socio-cultural, environmental, political, legal, technological, competition in industrial markets. The EFE Matrix can be developed in five steps (Sugianto and Hongdianto, 2017):

1. Make a list of external factors. Include a total of 15 to 20 factors, including opportunities and threats, that affect the company and the industry.
2. Assign each factor a weight ranging from 0.0 (not important) to 1.0 (very important). Weight indicates the relative importance of factors that make a company successful in its industry. The sum of all weights assigned to a factor must be the same i.e. 1.0. Factor weights are the result of the average of questionnaire results from external parties such as lecturers and competitors.
3. Researchers assign a rating between 1 to 4 for each external factor to indicate how effective the company's strategy is when responding to the factor, where 4 = superior response, 3 = above average response, 2 = equal response to average, and 1 = less response.
4. Multiply the value of each of these factors by ranking to determine a weighted score.
5. The sum of the weighted scores for each variable is used to determine the total weighted score for the organization.

SWOT analysis

SWOT analysis is the systematic identification of various factors to formulate company strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats. (Rangkuti, 2006). This analysis is based on the assumption that an effective strategy will maximize existing strengths and opportunities and minimize weaknesses and threats. When applied accurately, this simple assumption has a huge impact on the design of a successful strategy and analysis of the business environment that provides the information needed to identify the opportunities and threats that exist within the company.

QSPM Matrix

The QSPM Matrix or Quantitative Strategic Planning Matrix is a matrix used to analyze various alternative strategies available to obtain priority strategies. Alternative strategies analyzed at this stage are strategies that have been generated in the formulation through previous analysis by combining internal and external factors. With the QSPM matrix, management can sort various existing strategies to form a priority scale in implementing strategies.

The calculation of the QSPM matrix is by combining internal and external factors towards alternative strategies that have been formulated. In this process, weighting is carried out again, determining the attractiveness scores (AS) and Total Attractiveness Scores (TAS). The weights on internal and external factors are adjusted to the existing weights in the previous IFAS and EFAS matrices. The AS value is defined as a number that indicates the relative attractiveness of each strategy from a set of alternatives. (Qanita, 2020)

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RESEARCH METHOD

The preliminary preliminary study explains the flow of research carried out starting from a preliminary survey at the MaduKita Shop which is located in the Pangkalan Kerinci area, Jalan Pemda. Data collection was carried out by direct observation, interviews with the company to obtain information about conditions within the company, distributing questionnaires to customers to find out or see customer responses to the MaduKita Store and carrying out documentation. The object of this research is honey products at the MaduKita Store, collecting data consisting of company profiles, organizational structure of sales data from the last few months and distribution of questionnaires.

Problem Formulation

Problem formulation is a statement about the problem which will later be answered through data processing. The aim is to focus on problem solving in achieving the objectives of the research. In this research, the problem formulation is what is an appropriate and effective marketing strategy because the public's purchasing power for this honey product is still low. So an appropriate and effective marketing strategy is needed to increase sales volume at the MaduKita Store.

Research Objectives

Research objectives are very necessary to be able to plan the steps that can be taken in the research so that it can be more focused, directed and can be carried out correctly in its completion. The aim of this research is to design and provide suggestions for the best and most effective marketing strategy to increase sales volume in the MaduKita Shop business.

Data Processing

This stage aims to produce an image or value that can provide an explanation so that the reader understands and comprehends the research carried out. The data obtained can be analyzed, to make it easier to draw conclusions and solve existing problems. The data processing carried out in marketing strategy research uses the QSPM method by carrying out several stages, namely the value of the weighting and rating matrices of IFE and EFE, followed by the IE and SWOT matrices, the final stage is using the QSPM method to obtain an alternative strategy that can be proposed to MaduKita Shop Business

Matrix Internal Factor Evaluation (IFE) and Matrix External Factor Evaluation (EFE)

The IFE and EFE matrix strategy is a formulation analysis tool for the internal and external environment to measure the weight of each determining factor that has been taken from the summary and evaluation of the company's internal and external conditions. Weighting is carried out on the basis of a comparison between one factor and another, then a rating is given from the results of this comparison. Stages in compiling the IFE and EFE matrices:

1. Identify the company's internal and external factors
2. Giving weight to each internal and external factor, give each factor a weight ranging from 0.0 (not important) to 1.0 (all important)
3. Giving a rating or rating from 1 to 4 on internal and external factors
4. Multiply the weight of each factor by its ranking to determine the weight score for each variable
5. Add up the weight scores for each variable to obtain a total weight score.

IE Matrix (Internal-External) and SWOT Matrix

The IE matrix is a description of the mapping between IFE and EFE scores. In the IE matrix the position of the IFE axis is on the horizontal axis and the position of the EFE axis is on the vertical axis.

The SWOT matrix is the most enduring situational analysis tool and is widely used by companies in formulating strategies.

QSPM Matrix (Quantitative Strategic Planning Matrix)

QSPM is a matrix which is the final stage in the strategy formulation analysis framework. This technique is designed to determine the relative attractiveness and evaluate alternative strategic options that can be implemented objectively, based on the internal and external success factors that have been identified in the previous IFE and EFE matrices.

Analysis

After the data processing is complete, the researcher will then analyze the results of the data processing that has been carried out previously. This analysis aims to obtain solutions to the problems that have been determined.

RESULTS

Demographics of the Madukita Research Sample

The distribution of questionnaires in this study was divided into two groups of respondents, namely the internal environment of the Madukita business which consisted of the owner himself due to the absence of employees in the Madukita business and the external environment consisting of 30 respondents who were honey buyers in the Madukita business. Types of respondent sample demographics based on gender and age.

Gender

In this study, the identification of external respondents based on gender can be seen in below:

Gender	Frekuensi	Persentase (%)
Man	11	36,67
Women	19	63,33
Total	30	100

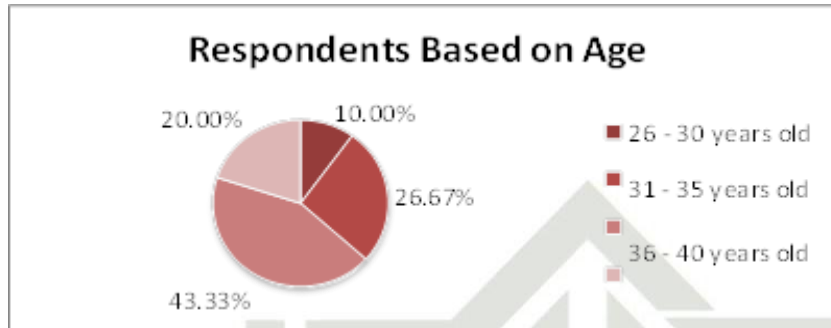
It can be seen that the number of male respondents was 11 people while the number of female respondents was 19 people with a total of 30 respondents. The following is a percentage graph based on gender:

4.1.5.2 Age

Identification of external respondents based on age can be seen

Gender	Frekuensi	Persentase (%)
< 26 years old	0	0
26 - 30 years old	3	10
31 - 35 years old	8	26,67
36 - 40 years old	13	43,33
>40 years old	6	20
Total	30	100

Based on the table above, it can be seen that the frequency of respondents aged 26 to 30 years is 3 people, the frequency of 31 to 35 years is 8 people, the frequency of 36 to 40 years is 13 people and over the age of 40 years there are 6 people. The following is a graph of age percentages:



Validity and Reliability Testing

The next step after distributing the questionnaire was to carry out a validity and reliability test. This test was carried out to find out whether the questionnaire distributed to 30 respondents could measure the research variables well. To test the validity and reliability of the questionnaire, the researcher used SPSS version 29 software.

External factors have been carried out using SPSS version 29 software. The following is the SPSS reliability statistics output table:

SPSS Output External Reliability

	N	%
Cases		
Valid	30	100.0
Excluded^a	0	.0
Total	30	100.0

output from SPSS version 29 reliability statistics, for N the value is 30, which means that 30 respondents filled in the external factors questionnaire, a value of 100% means that the questions are 100% valid and the statements can be understood by the respondents.

Cronbach's Alpha	N of items
0.787	10

It can be seen that the results of Cronbach's alpha tested via SPSS 29 reliability statistics are close to number 1, namely 0.787, which means it is included in the close criteria (reliable), so the questionnaire distributed is reliable. N Of items is the number of statements in the external questionnaire.

Recapitulation of Validity and Reliability Tests for External Factors
OPPORTUNITIES AND THREATS

Indikator	R _{Hitung Uji} <i>Validitas</i>	R _{Tabel}	R _{Hitung Uji} <i>Reliabilitas</i>	Information	
				Valid	Reliabel
Question 1	0,564	0,361	0,787	Ya	Ya
Question 2	0,529	0,361	0,787	Ya	Ya
Question 3	0,718	0,361	0,787	Ya	Ya
Question 4	0,536	0,361	0,787	Ya	Ya
Question 5	0,612	0,361	0,787	Ya	Ya
Question 6	0,549	0,361	0,787	Ya	Ya
Question 7	0,519	0,361	0,787	Ya	Ya
Question 8	0,664	0,361	0,787	Ya	Ya
Question 9	0,666	0,361	0,787	Ya	Ya
Question 10	0,549	0,361	0,787	Ya	Ya

The basis for measuring the validity of a questionnaire is by comparing rcount (r_{xy}) to r_{table}, the number of respondents in this study was 30 respondents, so the r_{table} value with df=(n-2)=28 is 0.361, if rcount is greater than r_{table} it is said that the questionnaire is valid.

Identification and Analysis of the Internal and External Environment in Madukita Pangkalan Kerinci SME

Matrix IFE (Internal Factor Evaluation)

IFE factor analysis is carried out on the strategic factors of the business's internal environment, so that the main factors that are included in the strengths and weaknesses of the business are obtained. The results of this matrix show that a business is able to take advantage of its strengths and overcome its weaknesses.

Recapitulation of Strength Factor Ratings and Weights (Internal)

No	Questions	Total	Rating	Weight (%)
1	Pure and original honey content	5	5	0,13
2	Affordable product prices	4	4	0,11
3	The business premises are clean and tidy	4	4	0,11
4	The company has regular customers	3	3	0,08
5	Packaging innovation can be done	3	3	0,08

Rekapitulasi Rating dan Bobot Faktor Kelemahan (Internal)

No	Questions	Total	Rating	Weight (%)
1	Suboptimal product marketing	4	4	0,11
2	Madukita's business location is less strategic	4	4	0,11
3	Lack of workforce	4	4	0,11

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4	© Hak cipta milik UIN Suska Riau	Demand for honey products is unstable	3	3	0,08
5		Less varied product packaging	3	3	0,08

Recapitulation of Ratings and Internal Factor Weights

No	Faktor Internal	Rating	Bobot (%)	Skor
Strength				
	Pure and original honey content	5	0,13	0,65
	Affordable product prices	4	0,11	0,44
	The business premises are clean and tidy	4	0,11	0,44
	The company has regular customers	3	0,08	0,24
	Packaging innovation can be done	3	0,08	0,24
Weakness				
	Suboptimal product marketing	4	0,11	0,44
	Madukita's business location is less strategic	4	0,11	0,44
	Lack of workforce	4	0,11	0,44
	Demand for honey products is unstable	3	0,08	0,24
	Less varied product packaging	3	0,08	0,24
Total			1,00	3,81

Matrix EFE (External Factor Evaluation)

EFE factor analysis was carried out on the strategic factors of the external environment of the Madukita Pangkalan Kerinci business, to obtain key factors that are included in the opportunities and threats of a business. The results obtained from this matrix show an effort in exploiting opportunities and overcoming threats.

Recapitulation of Ratings and Weight of Opportunity Factors (External)

No	Questions	Total	Rating	Weight (%)
1	Product stock availability	106	3,53	0,10
2	Participating in events as a promotional event	105	3,50	0,10
3	Consumer buying interest is high	105	3,50	0,10
4	The development of social media	117	3,90	0,10
5	Availability of delivery services for nearby areas	115	3,83	0,10

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Recapitulation of Ratings and Weight of Threat Factors (External)

No	Pertanyaan	Jumlah	Rating	Bobot (%)
1	Competition is getting tougher	111	3,70	0,10
2	New products are increasingly innovative	119	3,97	0,10
3	The company does not follow technological advances in product marketing	109	3,63	0,10
4	Consumers' desire to try new products	107	3,57	0,10
5	Economic conditions influence the development of the honey business	108	3,60	0,10

Rekapitulasi Rating dan Bobot Faktor Eksternal

No	Faktor Internal	Rating	Bobot (%)	Skor
Strength				
	Product stock availability	3,53	0,10	0,35
	Participating in events as a promotional event	3,50	0,10	0,35
	Consumer buying interest is high	3,50	0,10	0,35
	The development of social media	3,90	0,10	0,39
	Availability of delivery services for nearby areas	3,83	0,10	0,38
Weakness				
	Competition is getting tougher	0,37	0,10	0,37
	New products are increasingly innovative	0,40	0,10	0,40
	The company does not follow technological advances in product marketing	0,36	0,10	0,36
	Consumers' desire to try new products	0,35	0,10	0,35
	Economic conditions influence the development of the honey business	0,36	0,10	0,36
Total			1,00	3,66

Formulating and Determining Alternative Strategies in Madukita SME Using the IE Matrix (Internal-External)

The total average score on the IFE matrix is 3.81, while the EFE matrix is 3.66. These results place the marketing strategy in cell I which is called the growth and development strategy, in this position the owner carries out an intensive and integrative strategy. Intensive strategies include market penetration in market share such as

product promotions, next, product development is carried out by creating new products, and integrative strategies include forward integration, backward integration and horizontal integration.

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I 3,81 3,66	II	III
IV	V	VI
VII	VIII	IX

Total Skor EFE (3,66)

IE Matric Results

Based on the results above, the IE matrix for the coconut fiber processing business is in the green square, namely in quadrant I with an IFE matrix of 3.81 while the EFE matrix is 3.66. Intensive strategies in this quadrant, namely market penetration and product development, and integrative, namely forward integration, backward integration and horizontal integration, could be most appropriate for these divisions.

SWOT Matrix Analysis

Various alternatives can be formulated based on the SWOT metric analysis model which consists of internal and external factors in Madukita's business. The main strategies that can be recommended are SO (Strength-Opportunity), ST (Strenght-Threat), WO (Weakness-Opportunity), and WT (Weakness-Threat). This matrix uses data obtained from the IFE and EFE matrices. The results of the SWOT matrix can be seen in the table below:

<p style="text-align: center;"><i>Internal</i></p> <p style="text-align: center;"><i>External</i></p>	S power	W's Weaknesses
	<ol style="list-style-type: none"> Pure and original honey content. Affordable product prices The business premises are clean and tidy The company has regular customers Packaging innovation can be carried out. 	<ol style="list-style-type: none"> Suboptimal product marketing Madukita's business location is less strategic Lack of labor Demand for honey products is unstable Product packaging is less varied
Chance O	Strategi SO –WO – ST – WT	
<ol style="list-style-type: none"> Availability of product stock Participate in events as a promotional event Consumer buying interest is high The development of social media Availability of delivery services for nearby areas. 	<ol style="list-style-type: none"> Improve delivery services and packaging innovation to increase competitiveness. (SO) Carry out promotions by giving discounts or discounts with a minimum purchase and a certain time limit. (SO) Utilizing technology as a strategy to market or introduce Madukita products on various social media and marketplaces (WO) Innovate product packaging to attract buyers' attention (ST) Creating new products while still using honey as the main ingredient such as cakes or other foods and recruiting employees to help develop the Madukita (WT) business 	
Threat T		
<ol style="list-style-type: none"> Competition is getting tougher New products are increasingly innovative. The company does not follow technological advances in product marketing Consumers' desire to try other products Economic conditions influence the development of the honey business. 		

From the preparation of the SWOT matrix strategy, several alternative strategies were produced, including:

- Improve delivery services and packaging innovation to increase competitiveness. (SO-1)
- Carry out promotions such as giving discounts or discounts with a minimum purchase and a certain time limit. (SO-2)
- Utilizing technology as a strategy to market or introduce Madukita products on various social media and marketplaces. (WO-1)

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1. Dilarang mengutip sebagai

4. Innovate product packaging to attract buyers' attention (ST-1)

5. Creating new products while still using honey as the main ingredient such as cakes of other foods and recruiting employees to help develop the Madukita business (WT-1)

Quantitative Strategy Planning Matrix (QSPM) Analysis

Quantitative Strategy Planning Matrix is the final stage of strategy formulation analysis in the form of several best options in decision making to choose the most appropriate strategy to be used by the company. The results of the QSPM calculation are as follows:

Statement	Bobot	Strategi 1		Strategi 2		Strategi 3		Strategi 4		Strategi 5	
		AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS
Strength											
Pure and original honey content	0,13	2	0,26	2	0,26	3	0,39	2	0,26	2	0,26
Affordable product prices	0,11	1	0,11	4	0,44	2	0,22	2	0,22	2	0,22
The business premises are clean and tidy	0,11	2	0,22	2	0,22	2	0,22	2	0,22	2	0,22
The company has regular customers	0,08	3	0,24	3	0,24	3	0,24	1	0,08	2	0,16
Packaging innovation can be done	0,08	4	0,32	1	0,08	2	0,16	4	0,32	1	0,08
Weakness											
Suboptimal product marketing	0,11	1	0,11	4	0,44	4	0,44	3	0,33	1	0,11
Madukita's business location is less strategic	0,11	3	0,33	2	0,22	4	0,44	2	0,22	2	0,22
Lack of workforce	0,11	2	0,22	2	0,22	2	0,22	1	0,11	2	0,22
Demand for honey products is unstable	0,08	2	0,16	1	0,08	3	0,24	1	0,08	2	0,16
Less varied product packaging	0,08	3	0,24	1	0,08	2	0,16	4	0,32	2	0,16
Opportunity											
Product stock availability	0,10	2	0,2	2	0,2	2	0,2	1	0,1	2	0,2
Participating in events as a promotional event	0,10	1	0,1	3	0,3	4	0,4	1	0,1	2	0,2
Consumer buying interest is high	0,10	3	0,3	3	0,3	4	0,4	2	0,2	2	0,2
The development of social media	0,10	3	0,3	3	0,3	4	0,4	2	0,2	2	0,2
Availability of delivery services for nearby areas	0,10	4	0,4	1	0,1	2	0,2	1	0,1	2	0,2
Threat											
Competition is getting tougher	0,10	3	0,3	4	0,4	4	0,4	3	0,3	3	0,3
New products are increasingly innovative	0,10	1	0,1	3	0,3	2	0,2	3	0,3	3	0,3
The company does not follow technological advances in product marketing	0,10	3	0,3	3	0,3	4	0,4	2	0,2	1	0,1
Consumers' desire to try new products	0,10	2	0,2	2	0,2	2	0,2	2	0,2	4	0,4
Economic conditions influence the development of the honey business	0,10	2	0,2	2	0,2	2	0,2	2	0,2	2	0,2
Total	2,00	47	4,61	48	4,88	57	5,73	41	4,06	41	4,11

Alternative Strategy Rankings

No	Strategy Alternatives	TAS	Rank
1	Improving delivery services and packaging innovation to increase competitiveness.	4,61	3
2	Carry out promotions such as giving discounts or discounts with a minimum purchase and a certain time limit.	4,88	2
3	Utilizing technology as a strategy to market or introduce Madukita products on various social media and marketplaces.	5,73	1
4	Innovating product packaging to attract buyers' attention	4,06	5
5	Creating new products while still using honey as the main ingredient such as cakes or other foods and recruiting employees to help develop Madukita's business	4,11	4

Based on the table above the TAS calculation results, the first alternative strategy that is most prioritized by the company is utilizing technology as a strategy to market or introduce Madukita products on various social media and marketplaces with a TAS score of 5.73, then the second strategy is carrying out promotions such as giving discounts or discounts. price with a minimum purchase and a certain time limit with a TAS score of 4.88, then the third strategy is improving delivery services and packaging innovation to increase competitiveness with a TAS score of 4.61, the fourth is creating new products while still using honey as an ingredient such as cakes or other foods and recruiting employees to help develop Madukita's business with a TAS score of 4.11, and finally innovating product packaging to attract buyers' attention with a TAS score of 4.06.

CONCLUSION

Based on the results of the IFE and EFE analysis which influence the marketing strategy of MaduKita Business, namely:

- a. IFE (Internal Factor Evaluation) analysis, the internal factors that influence the marketing strategy of the main strength are that the products offered are very diverse and the main weakness of the MaduKita business is the lack of promotion.
- b. EFE (External Factor Evaluation) analysis, an external factor that greatly influences the marketing of opportunities, is making social media a promotional tool, while increasing market price competition is a threat to the MaduKita business.

As for the results of the analysis using the QSPM method, of the 5 alternative strategies available, there is one alternative that is prioritized to be applied to the MaduKita business, namely more intensive promotion through online and offline media with a TAS score of 5.73.

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THE SWOT AND QSPM METHODS

Riski Andrian, Fitriani Surayya Lubis*, Misra Hartati, Anwardi

Universitas Islam Negeri Sultan Syarif Kasim

Dear Authors:

On behalf of Editors, we are delighted to inform you that your article has been accepted, to be publishing through the periodical International Journal of Engineering Business and International Management (IJBIM) Volume 12 Number 3.

Thank you for submitted and registration.

Yogyakarta, 4 July 2024

Editors



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