

**PERANCANGAN STRATEGI PEMASARAN MENGGUNAKAN  
*GRAND STRATEGY MATRIX* DAN *QUANTITATIVE  
STRATEGIC PLANNING MATRIX* PADA PT BARITO  
TEKNIKA ENGINEERING**

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**ABSTRAK**

PT Barito Teknika Engineering menghadapi kendala pada aspek pemasaran yang ditandai dengan belum optimalnya kegiatan promosi, keterbatasan variasi layanan, dan kapasitas produksi sehingga dibutuhkan strategi pemasaran yang tepat untuk membuat daya saing perusahaan meningkat. Penelitian ini bertujuan mengidentifikasi faktor internal dan eksternal, menentukan posisi perusahaan, merumuskan alternatif strategi, serta menentukan prioritas strategi pemasaran. Pembobotan faktor internal dan eksternal dilakukan menggunakan *Analytical Hierarchy Process* (AHP), penilaian kondisi perusahaan menggunakan Matriks IFE dan EFE, penentuan posisi perusahaan menggunakan *IE Matrix* dan *Grand Strategy Matrix*, perumusan alternatif strategi menggunakan Matriks SWOT, serta penentuan prioritas strategi menggunakan *Quantitative Strategic Planning Matrix* (QSPM). Hasil penelitian menunjukkan nilai IFE sebesar 2,843 dan EFE sebesar 2,932 sehingga perusahaan berada pada Sel V *IE Matrix* dan Kuadran I *Grand Strategy Matrix*. Analisis SWOT menghasilkan 15 alternatif strategi dengan prioritas utama mengoptimalkan penggunaan media sosial dan *website* sebagai sarana promosi perusahaan (STAS 5,711). Penelitian ini memberikan rekomendasi strategi pemasaran yang dapat menjadi acuan bagi PT Barito Teknika Engineering dalam meningkatkan daya saing dan memperluas peluang pasar.

**Kata Kunci:** Strategi Pemasaran, AHP, SWOT, *IE Matrix*, QSPM

***DESIGNING A MARKETING STRATEGY USING THE GRAND  
STRATEGY MATRIX AND QUANTITATIVE STRATEGIC  
PLANNING MATRIX AT PT BARITO TEKNIKA  
ENGINEERING***

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***ABSTRACT***

*PT Barito Teknika Engineering faces marketing challenges characterized by suboptimal promotional activities, limited service variations, and production capacity constraints, highlighting the need for an appropriate marketing strategy to enhance the company's competitiveness. This study aims to identify the company's internal and external factors, determine its strategic position, formulate alternative marketing strategies, and identify the priority strategy. The weighting of internal and external factors was conducted using the Analytical Hierarchy Process (AHP), while the company's internal and external conditions were evaluated using the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) matrices. The company's strategic position was determined using the IE Matrix and Grand Strategy Matrix, alternative strategies were formulated through the SWOT Matrix, and strategic priorities were established using the Quantitative Strategic Planning Matrix (QSPM). The results showed IFE and EFE scores of 2.843 and 2.932, respectively, placing the company in Cell V of the IE Matrix and Quadrant I of the Grand Strategy Matrix. The SWOT analysis generated 15 alternative strategies, with the highest priority being the optimization of social media and the company website as promotional media (STAS = 5.711). This study provides strategic marketing recommendations that can support PT Barito Teknika Engineering in improving its competitiveness and expanding market opportunities.*

***Keywords:*** *Marketing Strategy, AHP, SWOT, QSPM, IE Matrix.*