

## ABSTRACT

*Arah Coklat chocolate shop is a business that offers modern chocolate drinks and other modern beverages operating on Bulusan Selatan Raya Street, Tembalang District, Semarang City, Central Java. This research was conducted to find out how the business position of Arah Coklat in QSPM Matrix, How alternative strategies for Arah Coklat based on QSPM Matrix, and how is the action plan of Arah Coklat based on QSPM Matrix.*

*This research was conducted on Arah Coklat Chocolate Shop located on Bulusan Selatan Raya Street, Tembalang District, Semarang City as the main object of the research. The research technique used is a descriptive qualitative approach in the form of a case study. The data analysis method used in this study is QSPM Matrix analysis.*

*The implementation of market penetration as alternative strategies based on the results of the QSPM Matrix analysis succeeded in increasing sales of Arah Coklat quite significantly. However, the market penetration strategy has not been able to overcome the problem of losses that are still experienced by Arah Coklat until now.*

*Keywords: modern beverage, QSPM, market penetration, sales*