

ABSTRACT

This research aims to formulate the most appropriate alternative strategy for business development and problem solving faced by Nora Media Digital Printing. The research method used is a qualitative approach with a case study method to identify the company's strategic position. The results of the IFE matrix analysis showed a score of 2.9850, while the EFE matrix analysis showed a score of 2.9598. Based on these two scores, the strategic position of Nora Media Digital Printing in the IE Matrix is in Cell V. This position recommends a hold and maintain strategy with a focus on market penetration and product development. Further analysis using the QSPM Matrix shows that the top priority strategy is to maximize print quality to support social media content development, with the highest TAS score of 6.5063. The next strategy is to provide discounts and good service to maintain customer loyalty with a TAS score of 6.0979, and maximize strategic locations to attract potential market share with a TAS score of 5.8011. The implementation of these strategies has a positive impact on increasing sales, although the results are not yet optimal.

Keywords: *Strategy management, IFE-EFE matrix, IE matrix, SWOT, QSPM*

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