

ABSTRACT

This research was conducted with the aim of analyzing the influence of sales carried out online and also carry out analysis to find alternative business development strategies for the Test Kriuukk snack business. Test Kriuukk itself is a business that operates in the business of buying and selling snacks based on Jalan Mulawarman Utara, Kramas Village, Tembalang District, Semarang City, Central Java. This research was carried out using strategy formulation framework which in the process of analyzing it uses the SWOT matrix (strengths, weaknesses, opportunities, and threats), matrix IE (internal external), matrix SPACE (strategic position and action evaluation), and QSPM matrix (quantitative strategic planning matrix).

This research was conducted on the Test Kriuukk snack business as the main object of this research. This research was conducted using a survey method of consumers from Test Kriuukk, apart from that, this research also used a descriptive qualitative approach in the form of a case study.

The results of this research show that in carrying out operational activities, sales are carried out randomly online by utilizing social media instagram and marketplace shopee has contributed positively to sales of the Test Kriuukk business. Second use platform This has contributed sales of 37.38% to Test Kriuukk sales over the last five months. On the other hand, this research has also produced alternative strategies that can be used by Test Kriuukk businesses to continue to develop in the future. These strategies are market development, market penetration and product development strategies. To implement this strategy in the future, the strategy that can be implemented is to carry out promotions using social media and marketplace others, adjusting prices to market prices, changing the type of packaging used, and adding product variations so that they can attract consumer interest..

Keywords: *strategy formulation framework, online sales, IE, SPACE, and QSPM*