

*IMPLEMENTATION OF MARKETING STRATEGIES TO INCREASE SALES OF  
HERBAL PRODUCTS IN CV TIMOER SENTOSA*

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**ABSTRACT**

*This study aims to identify the strengths, weaknesses, opportunities, and threats contained in CV Timoer Sentosa, and to find out the marketing strategy that CV Timoer Sentosa should implement, as well as to find out the application of marketing strategies by CV Timoer Sentosa. This research uses qualitative and quantitative methods, carried out from January to July 2023. The selection of the research site was carried out purposively, while the sampling of respondents used purposive sampling. The type of data used is primary data and secondary data as support. The data collected through respondent questionnaires were then analyzed using SWOT Matrix Analysis and QSPM. Based on the identification of internal and external factors, CV Timoer Sentosa has 6 strengths, 5 weaknesses, 5 opportunities, and 5 threats. The marketing strategy that should be applied by CV Timoer Sentosa is to develop existing herbal products by adding a variety of herbal products, for example in terms of efficacy or taste offered. The implementation of marketing strategies by CV Timoer Sentosa is to carry out product development with several stages of product development.*

**Keywords:** *SWOT analysis, QSPM analysis, Purposive Sampling*