

## **ABSTRACT**

This research was carried out in Teungoh Village, Blang Mangat District, Lhokseumawe City, specifically at the Q'una Cookies UMKM. Based on the background, this research was carried out because it wanted to increase sales outside the region and to several large supermarkets, but this has not been successful. This research aims to determine internal and external factors and also to formulate a strategy that can be applied in marketing Q'una Cookies. The data analysis methods used are the IFAS, EFAS, and SWOT analysis methods. The types of data in this research are primary and secondary data. The results of this research indicate that Q'una Cookies UMKM has a position in quadrant 1, namely an aggressive strategy. The condition of this strategy is the SO (Strengths-Opportunity) strategy, namely using all strength factors to take advantage of existing opportunities.

Key words: Internal and external factors, seupet cakes, SWOT, UMKM