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The purpose of research conducted on the creative industry of pearl jewelry is to analyze the strengthening of industrial marketing strategy due to the impact of covid-19 pandemic in Mataram. The type of research used is qualitative with a descriptive type of approach. Analysis is carried out in three stages, namely: the first stage as a data input stage on the IFE and EFE matrices, the second stage as a matching stage using the SWOT matrix, and the third stage was the formulation of strengthening marketing strategies for the pearl jewelry industry. The results show that this industry actually has a strong foundation to develop in future. Industry capacity and competence have been built for a long time as a legacy from previous generations, pearl quality, and the industry's ability to build networks with partners and consumers outside the region and even abroad can be a source of competitive advantages for the industry going forward. The Covid pandemic as the most dominant

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