

**Strategi Pengembangan Usaha Suwar Suwir Produksi UD. Elza Putra,
Gebang-Jember**

*(The Development Strategy Suwar Suwir For The Production Of UD Elza Putra,
Gebang-Jember)*

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ABSTRACT

UD Elza Putra is an industrial business engaged in processing cassava tape. This business was founded in 1999, but until now it has not shown its maximum progress. With this condition, it is necessary to develop business so that its business can continue to be sustainable and survive in the midst of competition. This study aims to 1) explain what are the external factors (opportunities and threats) and internal (strengths and weaknesses), 2) find out the right strategy in business development at UD Elza Putra, 3) determine the priority of business development strategies at UD Elza Putra . The data processing and analysis method used is SWOT analysis, which includes IFE, EFE, and IE matrix, then developed using the SWOT Matrix, and determining priority strategies using QSPM analysis. Based on the results of the calculation of the QSPM analysis which is the priority of business strategy at UD Elza Putra. Maintaining and improving the quality of products and services to maintain customer loyalty with a score of TAS = 5.92.

Keyword: Strategy, SWOT, QSPM