

**Strategi Pengembangan Usaha Tahu**  
**Pada UD. Jaya Abadi Kabupaten Situbondo**  
*(The Development Strategy Of Tofu At UD. Jaya Abadi Situbondo Regency)*  
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**ABSTRACT**

*Tofu factory UD. Jaya Abadi is a company engaged in the processing of food. These efforts have been standing since 1985, but until now has not been able to run company management and marketing management properly. Tofu factory owners have a target of being able to market their products to markets such as large supermarkets with prices of tofu products that can be reached by all groups. With this condition then it needs to be done, so that the development of this business can give an advantage for the company. The objective of this research are to know 1) explains what the internal factors (strengths and weaknesses) and external factors (opportunities and threats) at the tofu factory UD. Jaya Abadi, 2) know the proper strategies in business development at the tofu factory UD. Jaya Abadi, 3) determining priorities business development strategy at the tofu factory UD. Jaya Abadi. Based on the total score on the IFE matrix of 2.68 and the EFE matrix of 2.35, it is obtained that the company's current position is in the IE matrix. UD tofu factory. Jaya Abadi is in quadrant V. The results of the SWOT analysis produced 6 alternative strategies that can be selected by the company, and based on the results of the QSPM analysis calculation which is a priority business strategy at the UD tofu factory. Jaya Abadi is maintaining product prices by expanding its marketing area with a TAS score of 6.78.*

**Keyword:** *Stategy, SWOT, QSPM*