

**STRATEGY FOR DEVELOPMENT OF WOODEN HANDICRAFTS
CV. FZ. FOUNDATION SITUBONDO – EAST JAVA**

Dian Rizky¹, Muksin², and Kasutjaningati²

¹Postgraduate Student in State Polytechnic of Jember

²Lecturer of Postgraduate in State Polytechnic of Jember

Email: dianrizky17@gmail.com

ABSTRACT

The purpose of this study is to formulate an alternative strategy development of wooden handicrafts business in CV. FZ. Foundation Situbondo – East Java. The method that is used is preliminary scoring, self-scoring by the owner, and analysis of Strength, Weakness, Opportunity, Threat (SWOT) used to identify an internal environment (weakness and strength) and external (opportunity and threat) company and Quantitative Strategic Planning Matrix (QSPM) used to strategize, evaluate strategic alternatives objectively, based on key internal and external key success factors that have been identified previously. The result showed on quadrant V that the internal company condition is in average category (middle) and the external condition can be categorized facing a problem. Based on the results of the analysis, strategies that can be applied to companies are market penetration strategies and product development. The company can utilize cooperation with local governments and social media as a promotional media so that products can be marketed to the maximum and the production process can be improved.

Keywords: Wooden handicrafts, Development strategy, SWOT, QSPM