

**Cassava Chip Business Development Strategy on Micro Enterprises With
Farmer Women Business Actors in Kemuning Lor Village, Jember**

Binti Vivi Nur Anggraini

Agroindustry Management Study

Program Department of Agribusiness Management

ABSTRACT

This research is motivated by the role of women farmers in the management of agricultural products in Jember Regency. One way to increase the value of agricultural products is through agro-industry. In Termite Hamlet, Kemuning Lor Village, Jember Regency there is a Cassava Singkong Business managed by women farmers. The definition of the peasant woman is a wife of a farmer who owns cassava commodity farmland whose daily life as a Housewife (IRT). Cassava Chip Business was established in 2012 and started from a small production scale with a potluck capital. The purpose of the research is: (1). Analyze and solve problems on internal and external factors of environmental conditions in the Cassava Chip Business. (2). Analyze and formulate alternative business development strategies in cassava chip business. (3). Analyze and prioritize the right strategy to be applied to the Cassava Chip Business. The method used in this research is to analyze the internal and external factors of the company and then conduct an analysis using a SWOT matrix and QSPM analysis.

Keywords: Farm Women, Cassava Chips, Business Development Strategies