

**Business Development Strategy for Machinery and Equipment Services
(UPJA) Tentrem Tegaldlimo District Banyuwangi Regency**

Nuryo Sekarnoto¹, Bagus Putu Yudhia K², Ridwan Iskandar³

¹*Agribusiness Postgraduate Student, State Polytechnic of Jember*

²*Agribusiness Postgraduate Lecturer, State Polytechnic of Jember*

³*Agribusiness Postgraduate Lecturer, State Polytechnic of Jember*

e-mail: nuryosekarnotodrh@gmail.com

ABSTRACT

Agricultural Equipment and Machinery Service Business, hereinafter referred to as UPJA, is a rural economic institution engaged in services in the context of optimizing the use of agricultural tools and machinery to gain business benefits both within and outside farmer groups or Gapoktan. This study aims to analyze the business development strategy of the machine tool service business (UPJA) Tentrem, Tegaldlimo District, Banyuwangi Regency. The methodology used is the evaluation of internal and external factors which are then mapped in the IFE EFE matrix, and then followed by a SWOT analysis to generate alternative competitive strategies and the achievement of development strategies. SWOT analysis is used to compile strategic factors in this alsintan service business, then continued analysis using AHP to find out alternative strategies that are the main priority in developing this business. The results showed the IFE value with a total score of 3.49 internal indicators, which means that UPJA's business is in the strong or high category. The total score of all external indicators on the EFE matrix is 3.18, which means that UPJA's business is in the strong or high category. Mapping the IFE-EFE matrix followed by a SWOT analysis resulted in 9 (nine) alternative strategies, then 9 alternative strategies resulted in a priority strategy, namely growing the completeness of the machineries owned by UPJA with a total value of 1.15. These alternative strategies can be implemented in order to build competitive advantage and progress in the Tentrem Agricultural Equipment and Machinery Service Business.

Keywords: Services, SWOT, AHP