

# **Business Development Strategy for Women in the Rengginang Cracker Home Industry in Besuki-Situbondo**

**Indri Aprilia Wahyudi**

*Agroindustry Management Study Program  
Departement of Agribusiness Management*

## **ABSTRACT**

*Rengginang Rejeki Crackers is a home industry with a small and medium scale that produces the glutinous rice into Rengginang Crackers. This research aims to analyze (1) what are the internal and external factors which become the strength, weaknesses, opportunities, and threats in the Business Development Strategy for Women in Rengginang Crackers Home Industry in Besuki Situbondo? (2) What are the right alternative strategies in the Business Development Strategy for Women in Rengginang Crackers Home Industry in Besuki Situbondo? (3) Which one is the priority strategy in the Business Development Strategy for Women in Rengginang Crackers Home Industry in Besuki Situbondo?. The method used in this research is descriptive quantitative with purposive sampling technique. Based on the result data processing, the value of the IFAS matrix is 2.58 while the EFAS is 2.64. The SWOT analysis result shows that the calculation and the tangent to the point of intersection are in Quadrant 1. This position concludes that sales of rengginang crackers at the Rengginang Rejeki Cracker Business are in an aggressive condition. Then the results obtained in the IE matrix are in the cell quadrant V with the meaning of market penetration strategy and quality product development. The strategic priority obtained from the seven alternative strategies in the QSPM is to improve the company's production facilities and infrastructure with the development of production technology such as ovens and printing machines with a TAS score of 5.22.*

**Keywords:** *Rengginang Crackers, Bussiness Development Strategy, SWOT Matrix, QSPM Matrix.*