Development Strategy of Mr. Yasin's Processed Tofu Micro Business in Kemirian Village, Tamanan District, Bondowoso Regency

Mohammad Aqbil Rizqur Rahman
Agroindustry Management Study Program
Department of Agribusiness Management

ABSTRACT

The determination of the location of this study was carried out intentionally (purposively) namely in RT 010 / RW 003, Kemirian Village, Tamanan District, Bondowoso Regency. This study aims to determine the internal and external factors that affect the development of processed micro-enterprises tofu produced by Mr. Yasin. The research methodology used is descriptive with a quantitative approach because it aims to analyze data by describing or describing the influence of the business environment both internally and externally as well as determining business development strategies that can be applied with SWOT analysis. The results of this study show that from the results of internal environment analysis using the IFE matrix, the most influential strength factor (Strengths) is to have a soft and dry tofu texture with a weighted score of 0.400, and the most influential weakness factor (Weaknesses) is the dependence on using imported soybeans with a weighted score of 0.089. Meanwhile, in the external environment results through the EFE matrix, the most influential opportunity factor (Opportunities) is abundant water sources with a weighted score of 0.524 and the most influential threat factor (Threats) is the higher raw material prices with a weighted score of 0.464. The highest alternative strategy increases knowledge about the tofu processing process to reduce dependence on imported soybeans with a total value of 7,117 and the lowest alternative strategy is to maximize production by applying SOPs to maintain consumer loyalty with a total value of 6,102.