

***Agroinsudtri Business Development Strategy  
Essential Oil at UD Barokah Essential Jember***  
Andi Muhammad Ismail, S.ST., M.Si (*as chief counselor*)

**Minta Uba Dalimunthe**  
***Study Program of Agroindustri Management***  
***Department of Agribusiness Management***

**ABSTRACT**

*UD Barokah Atsiri Jember is one of the essential oil producers in Jember Regency, which requires business development. The objectives of this study are: (1) identifying strengths, weaknesses, threats and opportunities in the essential oil agroindustri business development strategy at UD Barokah Atsiri Jember, (2) Formulating and analyzing alternative strategies that can be recommended in the essential oil agroindustri business development strategy at UD Barokah Atsiri Jember, and (3) Determining the right strategy priorities to be applied in the essential oil agroindustri business development strategy at UD Barokah Jember Essence. This research uses IE Matrix analysis, SWOT Matrix, and QSPM Matrix. The results of the IE matrix show that the company is in cell V, which is to maintain and maintain. Based on the SWOT analysis, 10 alternative business development strategies were obtained. Then continued with QSPM analysis which resulted in a strategic priority, namely Improving product quality with own capital and affordable prices to overcome the lack of purchasing power and consumer loyalty with the highest attractiveness value of 5,482.*

*Keywords : Business development strategy, Essential Oils, SWOT, QSPM*