

***White Oyster Mushroom Business Development Strategy for the UMKM
"Rumah Jamur Zahra" in Ambulu District, Jember Regency***

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ABSTRACT

Oyster mushrooms are mushrooms that are often consumed by the public because they have a soft meat texture and can be processed into a variety of healthy foods and snacks. According to production and sales data for the Rumah Jamur Zahra in 2020-2021, it has decreased. Based on these problems, the objectives of this study are: identify and analyze internal and external factors in the white oyster mushroom business development strategy, analyze and formulate alternative strategies for white oyster mushroom business development, and analyze and prioritize appropriate strategies to be implemented in the strategy development of white oyster mushroom business in UMKM "Rumah Jamur Zahra" in Ambulu District, Jember Regency. This study used a quantitative research method with a purposive sampling technique. The analysis technique used is the IFE matrix, EFE matrix, SWOT matrix and QSPM to analyze the company's internal and external factors and determine the right strategy to develop the business. The research results based on the SWOT matrix, obtained 6 alternative strategies that can be applied to the Rumah Jamur Zahra. The results of the research based on QSPM show that the right strategic priority to be implemented at the Rumah Jamur Zahra is to use adequate promotional media to take advantage of increasing market share opportunities with a TAS value of 4.57.

Keywords: *Oyster Mushroom, SWOT, QSPM, Business Development Strategy*