

**Strategi Pengembangan Usaha Beras Produksi UD. Gotong Royong
Desa Gunung Malang Kecamatan Suboh Kabupaten Situbondo**
*(The Development Strategy Rice For The Production Of UD. Gotong Royong
Gunung Malang Village Suboh District Situbondo Regency)*

Dr. Dewi Kurniawati, S. Sos., M. Si.

Syahrotunnailul Musyarrofah
Study Program of Agroindustry Management
Majoring of Agribusiness Management
Program Studi Manajemen Agroindustri
Jurusan Manajemen Agribisnis

ABSTRACT

UD. Gotong Royong is a business involved in rice milling to produce rice which was established in 2003. UD. Gotong Royong has problems that can hinder business progress to the fullest so that business development is needed to survive and be able to compete in the business world. Research objective to 1) identify and analyze internal environmental factors (strengths and weaknesses) and external environmental factors (opportunities and threats), 2) formulate alternative strategies, and 3) determine the priorities business development strategy at the UD. UD. Gotong Royong. Data analysis techniques used are Internal Factor Evaluation matrix, External Factor Evaluation matrix, Internal – External matrix, SWOT analysis diagram, SWOT matrix, and Quantitative Strategic Planning matrix. The results of the SWOT matrix analysis obtained 9 alternative strategies and the results of the analysis of the Quantitative Strategic Planning Matrix (QSPM) the priority strategy is to carry out an intensive market evaluation with a TAS score = 7,81.

Keyword: Strategy, SWOT, QSPM