

***Development Strategy Onion Cake Business  
Production UD. Mak Enak Jember District***

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***ABSTRACT***

*Onion cake business UD. Mak Enak is one of the onion cake processing businesses. This business management agribusiness system starts from pre-production activities to product marketing. Products produced by UD. Mak Enak is onion cake. This study aims to: (1) Analyze the factors that become strengths, weaknesses, opportunities, threats in the development of the onion cake business produced by UD. Mak Enak, Jember Regency, (2) Formulate an alternative strategy for developing the right onion cake business at UD. Mak Enak, Jember Regency, (3) Determine the priority of the onion cake development strategy that is suitable for the UD business. Delicious mom. The analysis technique used is SWOT analysis and QSPM analysis. SWOT analysis shows that the company's position is in cell V where the right strategy is to maintain and maintain through market penetration, market or product development strategies. Based on the results of the QSPM analysis, of the five alternative strategies that have been made, there is one alternative strategy that is most in demand and has the highest strategic priority value, namely maintaining the quality of raw materials and products with a TAS score of 6,525.*

*Keywords : Development Strategy, SWOT, QSPM, Onion Cake*