

Strategi Pengembangan Usaha Tape Manis Alfahriru di Kabupaten Jember

(The Development Strategy Alfahriru Sweet Tape in Jember District)

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ABSTRACT

Alfahriru Sweet Tape is a business that processes a fermented product from starch sources such as cassava with the addition of yeast. The problem faced in Alfahriru's sweet tape business is business development which is influenced by several factors. These factors stem from the limited raw materials, lack of business capital and tough competitors with high quality, so it is necessary to have a strategy implemented in order to develop Alfahriru's sweet tape business. This study aims to 1) identify and analyze internal environmental factors and external environmental factors in the development of Alfahriru sweet tape business, 2) analyze and formulate alternative strategies that can be used for the development of Alfahriru sweet tape business, 3) formulate and explain strategic priorities in developing Alfahriru sweet tape business. The data processing and analysis method used is SWOT analysis, which includes the IFE matrix with research results worth 2.440 from the EFE matrix with research results worth 2.315. These results indicate that the location of Alfahriru's sweet tape business is in cell V, which means maintaining and maintaining. Based on the results of the SWOT Matrix analysis, there are 7 alternative strategies that can be implemented. Based on the results of the QSPM analysis calculations, the priority strategy for Alfahriru's sweet tape business is maintaining product excellence and adjusting to consumer demand with a TAS score = 4.745.

Keywords : *Business Development Strategy, Cassava Tape, SWOT, QSPM.*