

**ES ROLEK BUSINESS DEVELOPMENT STRATEGY  
IN H5MARONGGI MICRO BUSINESS  
IN KALIWATES DISTRICT  
JEMBER DISTRICT**

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**ABSTRACT**

*The use of Moringa leaves is still unattractive or impractical, therefore it is necessary to use Moringa leaves in various preparations such as H5MARONGGI Rolek ice products. The composition of the Rolek ice product consists of the main raw materials of moringa leaf powder, seaweed flour, agar, crème, SKM, and sugar. The price offered for this role ice product is Rp. 8,000 and has a net of 250ml. This study aims to analyze internal and external factors that become strengths (Strengths), weaknesses (weaknesses), opportunities (opportunities), and threats (Threats) in the H5MARONGGI rolek business to analyze alternative business development strategies that can later be implemented by H5MARONGGI Micro Enterprises and determine priority business development strategies that can be implemented by H5MARONGGI Micro Enterprises. The method used includes the calculation of the IFE, EFE, SWOT, and QSPM matrices. The IE matrix obtained in this study is in cell I, which means that the most appropriate strategy is market penetration, product development, and market development. The results of the SWOT analysis of alternative strategies obtained in this study are maintaining price and product quality, using quality raw materials to increase consumer loyalty and convenience for consumers, intensifying promotions by utilizing the budget that has been provided for promotional activities, and taking advantage of technological developments both in production or marketing sector in product sales, collaborating with the government in creating new product innovations that have complete product information on each package to attract consumer interest, adding manpower to the marketing department in increasing promotional activities so that products can compete and be quickly recognized by customers. QSPM analysis which is a priority in this study Collaborate with the Government in creating new product innovations that have complete product information on each package to attract consumer interest.*

**Keywords :** *Business development strategy, SWOT analysis, QSPM.*