

***Agroindustry Business Development Strategy for Cassava Chips UMKM Gazal
Makmur in Kotaanyar District, Probolinggo Regency***
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ABSTRACT

Economic growth in Indonesia continues to progress and is increasingly complex. Therefore, companies are required to continue to update the economic system used in order to maintain their existence in the industrial world. This research on "Agroindustry Business Development Strategy for Cassava Chips UMKM Gazal Makmur in Kotaanyar District, Probolinggo Regency" uses a type of quantitative descriptive research, namely by making direct observations with a list of questions or questionnaires in a survey as a tool for collecting basic data with the research subject being Cassava Chips UMKM Gazal Makmur. The analytical method used in this research is descriptive qualitative analysis. The initial stages in this descriptive analysis were processed based on the Business Model Canvas to describe how the Cassava Chips UMKM Gazal Makmur runs its business today. It is hoped that the results of this study will get maximum results and get even better changes in the development process for Cassava Chips UMKM Gazal Makmur, especially in terms of Human Resources (HR), cassava chip production process tools and different flavor variants so that products from Cassava Chips UMKM Gazal Makmur can develop and be able to compete with other cassava chip companies in Kotaanyar District, Probolinggo Regency.

Keyword: *Business development, cassava chips, Business Model Canvas*