

**Strategy Business Development Production of
Kopi Biji Salak in UKM Koplak Food
Kabupaten Jember**

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ABSTRACT

Koplak Food UKM is a food and beverage producer company with an agro-industry background. The company was founded in 2015. One product that is produced is zalacca coffee, Koplak Food UKM has market share in several areas in Jember Regency and to maintain consumer loyalty Koplak Food UKM always maintains the quality of the products produced. However, the production capacity of zalacca coffee in Koplak Food UKM is still limited every month, so Koplak Food UKM is required to increase the production capacity of zalacca coffee in order to meet market needs. This study aims to determine what internal and external factors influence the business development of Koplak Food UKM, to find out what alternatives are right for the Koplak Food UKM business development, and to find out the right Priority Strategy to be applied to Koplak Food UKM. The analytical methods and tools used in this study are the IFE Matrix and EFE as the input stage, IE Matrix and SWOT Matrix as a matching stage, and determining strategies using the Quantitative Strategic Planning Matrix (QSPM). Based on the results of the QSPM analysis, the proposed priority strategy is to increase production capacity in a sustainable manner to anticipate public purchasing power and high market demand for salak coffee, The highest TAS is 4,734.

Keywords: Strategy, Development. IFE, EFE, IE, SWOT, QSPM