

***Development Strategy of Fried Tofu Production Business UD. Fahmi in  
Kalianyar Village, Tamanan District, Bondowoso Regency***  
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***ABSTRACT***

*The research location is at UD. Fahmi which is located in Kalianyar Village RT 022 / RW 005 Tamanan District, Bondowoso Regency. This research aims to: (1) Analyze internal and external factors effecting UD. Fahmi; (2) Formulate alternative strategies that can applied by UD. Fahmi; (3) Determine the priority of the correct strategy to be implemented by UD. Fahmi. The method used is descriptive with a quantitative approach because it aims to analyze data by describing or illustrating the influence of the company's internal and external environment using IFE matrix analysis, EFE matrix, and IE matrix, as well as determining alternative strategies and strategy priorities that can be applied by companies using SWOT and QSPM analysis. Based on the results of the IFE matrix of 2,529 and the EFE matrix of 2,777, it is obtained that UD. Fahmi is in cell V. The results of the SWOT analysis resulted in 7 alternative strategies that can be chosen by the company and based on the results of the QSPM calculation, the priority strategy is to increase promotion by using media that are currently widely used and expanding marketing reach with a TAS score of 5.939.*

***Keywords:*** Strategy, SWOT, QSPM