

**Vegetable Business Development Strategy "Tins Hydroponics"
in Kebonsari Village, Jember Regency**

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ABSTRACT

This research was motivated by the fact that hydroponics began to be popular with the community, which at first was only used as a hobby to decorate houses on vacant land and as time went on, people also used hydroponics as a home-based business. One of the hydroponic entrepreneurs in Jember is Tins Hydroponics. Tins Hydroponics is a business founded by Titin Sumarni from 2015. The location of Tins Hydroponics itself is addressed at Bukit Permai Housing. Based on business ownership, Tins Hydroponics is an individual business. This study aims: (1).To determine the internal and external factors that become strengths (Strengths), weaknesses (Weaknesseses), opportunities (Opportunities), and threats (Threats) in the Hydroponic Tins business. (2). To determine the right strategy in developing the Hydroponic Tins business. (3). To determine a business development strategy that has priority in the development of the Hydroponic Tins business. The data analysis method used in this study is to first conduct an internal data audit and an external audit of the company's environment which is examined through IFE and EFE, IE Matrix, SWOT Matrix and continued with QSPM analysis.

Keywords : Strategy and Business Development.