

***Development Strategy of Tape Business  
Mayang Madu Subdistrict Mayang  
Jember Regency***

***Musyafardi Rizqi Mardiono***

*Agroindustry Management Study Program  
Agribusiness Management Department*

***ABSTRACT***

*Mayang Madu Tape has been established since 2019. This company produces cassava tape. The purpose of this research: 1) Analyze the factors that become strengths, weaknesses, opportunities, and threats in the development strategy of Mayang Madu Tape in the development strategy of Mayang Madu tape. The research method and data analysis used in this research are conducting internal and external observations that are researched through the IFE and EFE Matrices, IE Matrices, and SWOT Matrices to formulate alternative strategies, and continued with QSPM analysis to determine priority strategies. Based on the results of the IE, the value obtained from the calculation of the IFE matrix is 2.942, while the value obtained from the calculation of the EFE matrix is 2.836, which means that the company must maintain and maintain its business by penetrating the market and developing products. The results of the QSPM analysis, obtained the strategy that has the highest value, namely the use of technological media both in improving raw material procurement activities, production activities, sales activities, and promotions in order to compete with competitors with a total TAS score of 6,840.*

***Keywords:*** *Cassava Tape, Development Strategy, SWOT, QSPM*