

***Application Of The IISM Method In Developing Cookie Business Development
Strategy Of CV. XYZ In Sidoarjo District***
(Dini Nafisatul Mutmainah S.Tr.P., M.Tr.P. as a Supervisor)

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ABSTRACT

This study discussed the challenges faced by CV. XYZ in competition and business management of the cookie industry in Sidoarjo Regency. The objective of this research was to identify the elements and sub elements that played a role in the business development of CV. XYZ's cookie industry and to formulate priority development strategies to enhance its competitiveness. The method used was a qualitative-quantitative descriptive approach through field observations and expert interviews. The analysis applied was Interpretative Structural Modelling (ISM). The results indicated that there were four key elements: social, economic, institutional, and business operations. The key sub element influencing the company's growth was the effective implementation of Standard Operating Procedures (SOP) in the production process (A2). The recommendation from this study was the implementation of SOP through training and supervision as a long-term strategy for the cookie business of CV. XYZ.

Keywords: *Development Strategy, ISM, CV. XYZ*