

***BUSINESS DEVELOPMENT STRATEGY OF OYSTER MUSHROOMS
IN NOGOSARI VILLAGE, RAMBIPUJI DISTRICT,
JEMBER REGENCY***

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ABSTRACT

The Micro, Small, and Medium Enterprise (MSME) "Bapak Hafid Oyster Mushroom" is a production company that has been operating since 2015. This MSME produces approximately 5-10 kg of oyster mushrooms per day. However, according to production and sales data, the business experienced a decline between 2020 and 2021. Based on this issue, the objectives of this study are to identify and analyze internal and external factors affecting the business development strategy of oyster mushrooms, formulate alternative business development strategies, and determine the most suitable strategy to be implemented in developing the oyster mushroom business in Nogosari Village, Rambipuji District, Jember Regency. The methods and analytical tools used in this research include the IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) matrices for the input stage, the IE (Internal-External) and SWOT matrices for the matching stage, and the Quantitative Strategic Planning Matrix (QSPM) for strategy determination. The research findings, based on QSPM analysis, indicate that the priority strategy for developing "Bapak Hafid Oyster Mushroom" MSME is to develop products with distinctive characteristics to stand out in the market, with a Total Attractiveness Score (TAS) of 5.278.

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