

**Strategi Pengembangan Usaha Kue Kacang Produksi UD. Rojifia,
Mayang-Jember**

*(The Development Strategy Peanut Cookies For The Production Of UD. Rojifia,
Mayang-Jember)*

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ABSTRACT

UD. Rojifia is a company industrion engaged in the processing of peanut Cookies. These efforts have been standing since 2009, but until now has not shown the progress of his efforts to the maximum. With this condition then it needs to be done, so that the development of this business can continue and survive in the competition. This research aims to 1) explains what the external factors (opportunities and threats) and internal (strenghtths and weaknesses), 2) know the proper strategies in business development at the UD. Rojifia, 3) determining priorities business development strategy at the UD. Rojifia. Data analysis and processing methods used is the SWOT analysis, which includes the IFE, EFE matrix, and IE, further developed the use of SWOT Matrix, as well as the determination of priority strategies using QSPM analysis. Based on the results of the calculation of the QSPM analysis a priority strategy effort at the UD. Rojifia is is Expand the marketing Area BAG of TAS of 5.84.

Keyword: Strategy, SWOT, QSPM