

**Development Strategy of Jamu Buk Tin Business in Muncar District, Banyuwangi  
Regency**

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**ABSTRACT**

Jamu Buk Tin is a herbal medicine business located in Banyuwangi Regency, precisely in Tambakrejo Village, Muncar District. Jamu Buk Tin was established in 1986, but until now it has not shown maximum progress. Given these conditions, it is necessary to develop the business so that the jamu buk tin business can continue to survive in the midst of competition. This study aims to identify internal and external factors that become strengths, weaknesses, opportunities, and threats to the development of Jamu Buk Tin's business, formulate alternatives for developing Jamu Buk Tin's business, determine the right priority strategy to be used in developing Jamu Buk Tin's business. The data analysis method used is SWOT analysis, and QSPM as a determinant of strategic priorities. The results of the SWOT analysis research show that the company is in cell V, and the results of the QSPM analysis calculation which is a priority strategy are Optimizing product quality through raw materials and utilizing product advantages to develop a wider market with a TAS score of 4.41.

Keywords: Herbs, Development Strategy, SWOT, QSPM