

**Analisis Strategi Pengembangan Usaha Produksi Tahu Pada  
UD. Jamhari Gebang Kabupaten Jember** (*Strategy Analysis of Tofu  
Production Business Development UD. Jamhari Gebang, Jember Regency*)

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**ABSTRACT**

UD. Jamhari is one of the tofu producers in Jember which has stood for dozens of years but still has not experienced development both in terms of products, sales volume and production methods. Therefore it is necessary for an appropriate strategy to be able to help UD. Jamhari develops his business. This research is intended to describe the problem of UD. Jamhari, Analisiss the internal and external environment, formulates alternatif strategies and determines priority strategies. The analytical tool used in this study is the IFE and EFE Matrix as the input stage, IE Matrix and SWOT Matrix as the matching stage, and strategy determination using the Qualitative Strategic Planning Matrix (QSPM). The respondents used in this study were the owners and managers of UD. Jamhari is considered as a party that has deeper knowledge about UD. Jamhari. Based on the results of the QSPM analysis, the proposed priority strategy is the strategy of adding customers by becoming tofu suppliers to UMKM and maximizing sales in the surrounding community with the highest TAS value of 6.040.

Keywords: Strategy, Development