

***Strategi of Business Development Healthy, Unique and Tasty Culinary at
Ledokombo Districts Jember***

(Case Study of Kampung Belajar Tanoker)

(Dr. R. Alamsyah Sutantio, SE, M.Si) a lecturer Counselor and

(Dr. Ir. Bagus Putu Yudhia K,MP) a lecturer Discussed

Nuril Firdausiyah

Agroindustry Management Study Program

Agribusiness Management Department

ABSTRACT

The goals of the research are are (1) Analyzing what factors are the strengths, weaknesses, opportunities and threats in developing healthy, unique and tasty culinary business in Ledokombo District, (2) Formulating alternative strategies for developing healthy, unique and tasty culinary business in Ledokombo District, (3) Determine the priority of healthy, unique and delicious culinary business development strategies in Ledokombo District. The design used in this study is a combination of descriptive research and exportative research. This research technique uses SWOT analysis techniques and QSPM analysis. Based on the data processing results obtained from the IFAS matrix of 2.46 while the EFAS matrix of 2.66. The results obtained on IE matrix are on cell V which is called growth strategy through horizontal integration. The best alternative strategy through QSPM analysis shows that the main priority of business development is the management of legality and business licenses to related agencies so as to strengthen culinary groups, expand markets and compete with other products. With a TAS score of 6.22.

Keywords: Healthy, Unique and Tasty Culinary, SWOT Matrix, QSPM Matrix, Development Business Strategy