

**Strategi Pengembangan Usaha Produk Kripik Tape di Koplak Food
Kecamatan Ajung Kabupaten Jember**

*(Development strategy of tape chips product business in Koplak Food Ajung
Subdistrict Jember District)*

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ABSTRACT

UMKM Koplak Food is a business engaged in the production of snacks in the form of tape chips. This research is aim to know the priority strategy of business development of tape chips product in Koplak Food Ajung Subdistrict Jember District. Processing method and data analysis used is SWOT, which includes IFAS, then EFAS developed using SWOT diagram, I-E matrix analysis, SWOT matrix, and the last method is used QSPM analysis, which is used to determine the priority strategy that should be done by Koplak Food UMKM. Based on the result of SWOT analysis, Koplak Food UMKM is in quadrant 1 which shows that the main strategy used is supporting aggressive growth policies (growth oriented strategy), meanwhile based on the result of QSPM analysis, Kolpak Food UMKM should use a strategy by increasing the product quantity in order to be able to meet market demand and cover a wide area of marketing.

Keywords: Strategy, Development, SWOT, QSPM