

## ***Development Strategy of the Gourami Agribusiness in Umbulsari District, Jember Regency***

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### ***ABSTRACT***

*This study aims to identify the characteristics of gourami agribusiness, analyze internal and external influencing factors, formulate alternative strategies, and determine strategic priorities for the development of gourami agribusiness in Umbulsari District, Jember Regency. This research employed a descriptive qualitative approach, conducted from June to September 2025, utilizing statistical descriptive, Strengths Weaknesses Opportunities Threats (SWOT), and Quantitative Strategic Planning Matrix (QSPM) as analytical techniques. The statistical descriptive analysis results indicate that the agribusiness is categorized as developing with strong potential, although improvements are required particularly in production, technology, financial literacy, and institution. The internal factor analysis identifies adequate water resources as the main strength and limited access to technology as the primary weakness. Meanwhile, external factor analysis shows that the major opportunity lies in the availability of non-commercial feed sources, while the greatest threat is the increase in feed prices. The Internal-External Matrix analysis positions the agribusiness in the hold and maintain strategy quadrant, emphasizing market penetration and product development. Strengths Weaknesses Opportunities Threats (SWOT) analysis formulates nine alternative development strategies. Finally, the Quantitative Strategic Planning Matrix (QSPM) results reveal that the top priority strategy for developing gourami agribusiness in Umbulsari District is optimizing resources through financing and partnerships*

***Keywords*** : gourami agribusiness, development strategy, statistical descriptive analysis, SWOT, QSPM, Umbulsari District