

**POTATO PROL TAPE BUSINESS DEVELOPMENT STRATEGY AT UD.
SOURCES OF HONEY IN KALIWATES DISTRICT
JEMBER DISTRICT**

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ABSTRACT

UD Sumber Madu is a typical Jember souvenir shop that was founded in 1986 and produces and sells cassava-based products, such as prol tape, potato prol tape, roasted tape and brownie tape. UD Sumber Madu has the newest superior product, namely potato prol tape. It started with an order for prol tape which was produced at home and continued to grow to establishing a souvenir shop. UD Sumber Madu in its production activities sometimes experiences difficulties in achieving production targets, this is due to the obstacles the company encounters in its production activities. This research aims to 1. What factors are the strengths, weaknesses, opportunities and threats of the Potato Prol Tape product, 2. What are the alternative business development strategies for the Potato Prol Tape product, 3 . What are the alternative priorities for business development strategies for Potato Prol Tape products. This research uses analytical tools in the form of the IFE Matrix, EFE Matrix, IE Matrix, SWOT Matrix, and QSPM Matrix. The research results show that UD. Sumber Madu is in cell II, meaning it is in a growth and build position. Based on six alternative strategies, the priority strategy with an attractiveness score (TAS) of 6.025 is maintaining and preserving product quality without using chemicals, thereby increasing consumer demand and consistent purchasing.

Keywords: *Development Strategy, Potato Tape Prol, SWOT, QSPM.*