

***The Development Strategy of Mawar Crackers at Rizki Jaya Home Industry in
Balung District Jember Regency***
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ABSTRACT

Rizki Jaya's Home Industry is one of the mawar cracker businesses in Balung District, Jember Regency which has the potential to develop, but still faces various obstacles. Obstacles faced by Rizki Jaya's Home Industry includes lack of product variety, limitations means of production, relatively small profits, and declining sales which reflects the absence of a directed development strategy. This research aims to identify criteria and alternatives for business development strategies and determine the most appropriate priority strategies. The method used is a quantitative descriptive approach with the Analytical Hierarchy Process (AHP) through the preparation of a hierarchy structure, paired comparison, and determination of priority weights. The results of the study show that product diversification is the main criterion, followed by production efficiency, online sales development, and technology utilization. Alternative priority strategies include product strategy, process strategy, facility strategy, and marketing strategy. The conclusion of this study shows that business development needs to be focused on process strategies through improving product quality and variety in order to increase business competitiveness.

Keywords: *Business Development Strategy, Mawar Crackers, AHP.*