

***Banana Chips Business Development Strategy
Ud Randos In Senduro District
Lumajang Regency***

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ABSTRACT

UD Randos, a banana chip business located in Sidorejo Hamlet, Purworejo Village, Senduro District, Lumajang Regency, is an agro-industrial business specializing in processing local bananas into banana chips. This research is motivated by the abundant potential of bananas as the main raw material, as well as the challenges faced by UD Randos, such as increasingly fierce market competition and suboptimal use of digital marketing. The research approach used is a quantitative descriptive method, with data collection through observation, interviews, and questionnaires aimed at business owners and academic experts. Data analysis was carried out using strategic tools such as the IFE (Internal Factor Evaluation) Matrix, EFE (External Factor Evaluation) Matrix, IE (Internal-External) Matrix, SWOT Matrix, and QSPM (Quantitative Strategic Planning Matrix). The results of the study indicate that internal and external factors can help determine the direction of business development. From the SWOT analysis, several strategic alternatives were identified to increase competitiveness and expand market share. In addition, the QSPM analysis shows the most effective and feasible priority strategies to be implemented to support the sustainable development of UD Randos.

Keywords: *development strategy, banana chips, SWOT, QSPM, UD Randos*