

***BUSINESS DEVELOPMENT STRATEGY OF RENGGINANG
AT UD BINTANG LIMA SITUBONDO REGENCY***

Paramita Andini, S.ST., M.ST. as supervisor

Dina Rosita Sari

*Agroindustrial Management Study Program
Department of Agribusiness Management*

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play an important role in supporting regional economic development, particularly in the agro-industrial food sector. UD Bintang Lima is one of the MSMEs engaged in the production of rengginang in Situbondo Regency. In its business development, the enterprise faces various challenges related to production, marketing, and financial management, making an appropriate development strategy necessary to enhance business sustainability and competitiveness. This study aimed to identify the internal and external factors affecting the business, formulate alternative development strategies, and determine the priority strategy for the development of UD Bintang Lima. This research employed a quantitative descriptive method using IFAS, EFAS, Internal-External (IE) Matrix, SWOT, and Quantitative Strategic Planning Matrix (QSPM) analyses. Data were collected through observation, interviews, questionnaires, and documentation. The results showed that UD Bintang Lima obtained an IFAS score of 2.51 and an EFAS score of 2.49, placing the business in Quadrant V of the IE Matrix, which indicates a growth and stability strategy. The SWOT analysis generated ten alternative business development strategies. Based on the QSPM analysis, the priority strategy recommended for UD Bintang Lima is to optimize the utilizing digital media development by adopting e-commerce platforms and social media to improve promotional effectiveness and broaden market reach., with a Total Attractiveness Score (TAS) of 6.588.

Keywords: *Business Development Strategy, SWOT, QSPM, Rengginang.*