

**Strategi Pengembangan Usaha Tanaman Hias (Florikultura) Pada Usaha  
Mikro Yuli Bunga Kabupaten Situbondo**  
*(Strategy For Development Of Ornamental Plants (Floriculture) Business In Yuli  
Flower Micro Business, Situbondo Regency)*

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**ABSTRACT**

*Yuli Bunga's Micro Business is one of the agribusiness businesses engaged in ornamental plants in Situbondo City since 2015 with various kinds of ornamental plants, but has not shown maximum development and considering the prospects are still very bright, efforts are needed to develop the ornamental plant business so that its business can continue sustainable and survive in the midst of competition. This study aims to: (1) identify and analyze internal and external factors that become opportunities and threats, as well as strengths and weaknesses for the Yuli Bunga ornamental plant business in Situbondo Regency (2) to formulate an alternative strategy that is suitable for the development of the Yuli Bunga ornamental plant business in the Regency of Situbondo. Situbondo. (3) to formulate preferred strategies that are prioritized for Yuli Bunga in developing her business. The data processing and analysis method used in this research is SWOT analysis, which includes IFAS, EFAS, and IE matrix, then developed using a SWOT matrix, and determining priority strategies using QSPM analysis. Based on the results of the QSPM calculation analysis, the priority of the Yuli Bunga Micro Business strategy is to maintain and focus on market demand with ornamental plants that are trending and in great demand in order to be able to adjust to existing production capacity and land with a TAS score (7.60).*

Keywords: Strategy, Development, SWOT, QSPM