

***BUSINESS DEVELOPMENT STRATEGY OF OYSTER  
MUSHROOM PRODUCTION ON UMKM SOKA JAMUR  
JEMBER DISTRICT***

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***ABSTRACT***

*Soka Jamur micro-enterprise is a company that cultivates oyster mushrooms which has been established since 2008. UMKM Soka Jamur can produce 3-4 kg of oyster mushrooms per day and have a market share in several areas in Jember Regency. to maintain consumer loyalty of UMKM Soka Jamur always maintain the quality of the products produced but the production capacity of in UMKM Soka Jamur is still limited every month so that UMKM Soka Jamur are required to increase the production capacity of oyster mushrooms bean in order to meet market needs. This study aims to determine what internal and external factors influence the business development of UMKM Soka Jamur, to find out what alternatives are appropriate for UMKM Soka Jamur business development, and to find out the right Priority Strategy to be applied to UMKM Soka Jamur. The analytical methods and tools used in this study are the IFE Matrix and EFE as the input stage, the IE Matrix and the SWOT Matrix as the matching stage, and the determination of strategies using the Quantitative Strategic Planning Matrix (QSPM).*

***Keywords: Strategy, Development. IFE, EFE, IE, SWOT, QSPM***