

ABSTRACT

The research was conducted at the Chip Agroindustry in Gampong Putoh, Peusangan District, Bireuen Regency from December 2023 to January 2024. Based on the elaboration given in the background , the research aims to address issues in the management of Pak Amin's chip business, specifically the decline in production, decreased market demand, and marketing problems. The purpose of the study was to formulate strategies that can be utilized for the development of the agroindustry. The data analysis method used was SWOT analysis. The types of data in this research are primary and secondary data. The results of the study indicate that Pak Amin's chip agroindustry has a large market opportunity, but on the other hand, the business encounters internal constraints with an X value < 0 , which is -0,50 and a Y value > 0 , which is 0,40. In this situation, the strategy focuses on a Weaknesses Opportunities (WO) strategy, which aims to minimize weaknesses to capitalize on opportunities.

Key word : agroindustry, internal and external factor, SWOT analysis