

ABSTRACT

DINDA BAYZURA. The development strategy for the beteng–beteng siantar (ampera) home industry in tomuan sub-district, east siantar district, Pematang Siantar City. Guided by SETIA BUDI DAN ADE FIRMANSYAH TANJUNG

Various types of cassava-based processed products include dry processed products such as *beteng-beteng*, and semi-wet processed products such as *getuk*, *tape*, boiled cassava, and other traditional foods. Beteng-Beteng Siantar is a home industry engaged in the business of cassava processing, particularly focusing on dry cassava-based products. This study aims to identify internal and external factors and formulate appropriate development strategies for the Beteng-Beteng Siantar (Ampera) home industry located in Siantar Sitalasari Subdistrict, Pematang Siantar City. The research employed a descriptive qualitative method. Respondents were selected using purposive sampling, and the analysis was conducted using SWOT analysis combined with the IFAS-EFAS matrix. The research findings indicate that the business is positioned in Quadrant I with a coordinate score of 1.55, indicating a favorable condition for implementing an aggressive growth strategy. Recommended strategic priorities include enhancing product innovation, strengthening marketing strategies, and utilizing digital platforms to expand market reach. These findings are expected to contribute to the sustainability and competitiveness of the Beteng-Beteng Siantar home industry in the future.

Keywords: Beteng-Beteng Siantar, Development Strategi, Home industry, IFAS-EFAS, SWOT Analysis