

ABSTRACT

ROFAQOH SYAHIDA AZHARA, Analysis of added value and development strategy of opak agro-industry in Sukasari Village, Pegajahan District, Serdang Bedagai Regency. Supervised by SURYADI and MAWARDATI.

The Opak Agroindustry is a home industry engaged in processing cassava into opak products. This study aims to analyze the added value obtained from processing cassava into opak and to formulate a development strategy for Mr. Poniman's opak agroindustry in Sukasari Village, Pegajahan District, Serdang Bedagai Regency. The methods used are the Hayami method, SWOT analysis, and the Quantitative Strategic Planning Matrix (QSPM). Based on the Hayami method calculation results, the opak agro-industry has an added value category of 55.7%, so the opak agro-industry is included in the high category because it is >40%. Overall, the analysis shows that the opak agro-industry has succeeded in creating high added value and providing large profits for business actors and based on the identification of internal strategic factors (strengths and weaknesses) and external factors (opportunities and threats), the most appropriate strategy to be developed is the WO (Weakness-Opportunity) strategy. This strategy focuses on creating strategies that minimize weaknesses to take advantage of opportunities in the external environment of the opak agroindustry. Furthermore, the results of the Quantitative Strategic Planning Matrix (QSPM) show 3 best alternative strategies that can be applied to the opak agroindustry, the best strategic priority is to take advantage of high market demand to develop places and systems and add opak product variants, so as not to depend on one type of opak with a total TAS value of 2.60.

Keywords: Hayami method, SWOT, QSPM, opak agroindustry