

ABSTRACT

Home Industry Tempe Cap Mawar is a home-based industry located in Uteun Bayi, Banda Sakti Subdistrict, Lhokseumawe City. The entrepreneur as well as the manager of this tempe business is Mr. Haji Zafar Usman. There are several constraints faced in running the business, including the absence of a specific strategy to increase sales and generate higher profits. In addition, the production process is still relatively simple, promotional activities have not yet been carried out, raw material prices fluctuate, and there are many competitors. This study aims to analyze the appropriate development strategy for Home Industry Tempe Cap Mawar in Uteun Bayi, Banda Sakti Subdistrict, Lhokseumawe City. The research method used is a qualitative approach with SWOT analysis. Based on the research findings, Home Industry Tempe Cap Mawar is positioned in Quadrant I (aggressive strategy) with an internal factor difference value of 2.30 and an external factor difference value of 1.38. This position indicates that the business has sufficient strengths to take advantage of existing opportunities. The recommended strategy is the S–O (Strength–Opportunity) strategy, namely: (1) Gradually increasing production capacity by leveraging the entrepreneur's experience and mechanization to meet the rising food consumption of the community, thereby increasing sales volume; (2) Gradually increasing production capacity by utilizing the entrepreneur's experience and mechanization to meet the growing public demand for food, thereby enhancing sales volume; and (3) Utilizing attractive product packaging and PIRT certification, supported by the development of digital technology, to enhance promotion and expand market reach through digital media, thereby increasing consumer trust and broadening the marketing coverage.

Keywords: Home Industry, Development, Strategy, SWOT, Tempeh