

## ABSTRACT

Vira Maulidia. Development Strategy of Candlenut Shell Peeling Business in Blang Naleung Mameh Village, Muara Satu District, Lhokseumawe City (owned by Mrs. Mursyidah). Supervised by Dr. Eva Wardah and Cut Rouzana Sari.

This research was conducted at Mrs. Mursyidah's candlenut shell peeling business located in Blang Naleung Mameh Village, Muara Satu District, on August 5, 2025. Over the past few years, the production of candlenut shell peeling has experienced instability due to inconsistent labor availability, weather changes, and limited drying facilities for raw materials, which have hindered the production process. This study used the SWOT analysis method. The results show that the business is positioned in Quadrant I (aggressive strategy or SO strategy), with a strength–weakness score of 1.59 and an opportunity–threat score of 0.51, indicating a highly favorable situation. This means the candlenut shell peeling business has strong internal capabilities that can be used to take advantage of existing opportunities. The recommended alternative development strategies are: (1) leveraging the business owner's capability and strategic location to maintain consistent customer purchases since the business already has regular customers; (2) utilizing high-quality production results to establish partnerships with traders outside the region; (3) taking advantage of easily obtained raw materials to ensure supply availability and increase production in response to broad market opportunities and rising consumer demand; (4) maintaining structured management and skilled labor to support business development and product quality; and (5) utilizing the durable nature and price potential of raw materials to increase production, considering the absence of local competitors.

**Keywords:** Development Strategy, SWOT Analysis, Candlenut Shell Peeling Business