

## **ABSTRACT**

This study aims to analyze internal and external factors and to formulate appropriate development strategies for the home industry of banana pastry “Bolikek” located in the ASEAN Complex, Dewantara District, North Aceh Regency. A qualitative descriptive method was employed, using primary data collected through interviews and observations, and secondary data obtained from relevant literature. The data were analyzed using SWOT analysis supported by IFAS, EFAS, and QSPM (Quantitative Strategic Planning Matrix) to determine strategic priorities. The results indicate that the business has strengths in the use of high-quality raw materials, experienced labor, and product customization capabilities. However, it faces weaknesses such as limited capital, production capacity, and simple managerial practices. Externally, opportunities include the growth of digital marketing, increasing demand for local processed products, and the availability of raw materials, while threats involve fluctuating raw material prices, intense competition, and changing consumer preferences. The QSPM analysis shows that priority strategies include increasing production capacity, strengthening digital marketing, and developing product innovation. These strategies are expected to enhance competitiveness and support sustainable business growth.

Keywords: Development strategy, MSMEs, banana pastry, SWOT, QSPM.