

ABSTRACT

Blang Keutumba village is one of the areas with opak cracker producers in Juli sub-district. The demand for crackers is quite high but the production is still low. This is caused by several factors including limited capital, simple production processes, and not maximizing business promotion. This study aims to analyze the scale of business and formulate appropriate development strategies in the opak cracker agro-industry in Blang Keutumba village. The data analysis method used is quantitative data analysis to identify business scale, and qualitative data analysis for SWOT analysis. The result showed that the opak cracker agro-industry is included in the micro business scale seen from the average workforce used 2 people, the average production of round crackers is 1.500 bundles/month and square crackers is 239 kg/month, on average revenue is IDR 5.739.067/month or IDR 68.868.804/year, and the average profit of IDR 2.136.046/month or IDR 25.632.552/year. The location of the SWOT matrix on the Cartesian diagram is in quadrant I, where alternative strategies that can be implemented are by utilizing the SO strategy, including: (1) Utilizing business experience, availability of raw materials, and a sufficient and skilled labor to develop products in order to meet high market demand. (2) Utilize available raw materials by cooperating with suppliers to ensure production continuity. (3) Maintaining affordable product prices and safe products to increase repeat customer satisfaction and expand the market to new customer segments.

Keywords: agro-industry, business scale, SWOT analysis, opak crackers