

ABSTRACT

This study was conducted in July 2026 at the emping melinjo (gnetum gnemon chip) agroindustry owned by Mrs. Maya Lintang in Padang Mainu Village, Dolok Batu Nanggar District, Simalungun Regency. Production of these chips has experienced instability over the past few years due to labor shortages, the seasonal nature of raw materials, limited market reach, and capital constraints, making it difficult for the owner to expand the business. The study employed SWOT analysis. The results indicate that the business is positioned in Quadrant I—an aggressive stance utilizing an SO (Strengths-Opportunities) strategy—with strength and weakness scores totaling 2.2 and opportunity and threat scores totaling 1.8. This represents a highly favorable situation, meaning the business possesses the strengths necessary to capitalize on existing opportunities. Proposed development strategies include: (1) leveraging the product's high quality to market via social media platforms such as Facebook, Instagram, and TikTok; (2) utilizing skilled labor to optimize existing technology; (3) strengthening relationships with raw material suppliers to ensure a steady supply for high-quality production; and (4) expanding market reach by highlighting the emping melinjo's distinctive flavor.

Keywords: Development Strategy, Agroindustry, SWOT Analysis, Emping Melinjo Business