

ABSTRAK

The agroindustry of sea shell waste crafts in Perjuangan Village has been running for \pm 6 years, from 65 housewives who have a home industry of shell waste crafts to 4 housewives. The purpose of this research is to identify internal and external factors that influence the decline in entrepreneurs and to formulate strategies that can be applied in the development of sea shell shell craft businesses in Perjuangan Village, Teluk Nibung District. The method used is descriptive qualitative using SOAR analysis. The results of the research based on the SOAR Strategy are formulated based on the SA strategy which utilizes all strengths to achieve aspirations, the OA strategy which is created to identify and fulfill the aspirations of each stakeholder which is oriented towards every opportunity, the SR strategy which is created to realize strengths to achieve measurable results and the OR strategy which is oriented towards opportunity to achieve measurable results. Based on the SA-OA-SR-OR strategy in the research, a strategy for developing agro-industry was obtained, namely making product variations and innovations, inviting the community to take part, opening training and conducting promotions.

Keywords: agroindustry, craft, sea shell waste, SOAR analysis