

ABSTRACT

Dodol Pulut Ria Agroindustry is located in Tanjungpura District, Langkat Regency, North Sumatra Province, which produces dodol pulut using sticky rice as the raw material. Sales of Dodol Pulut Ria Agroindustry products fluctuate every year because using social media as a more modern and effective marketing tool is not yet optimal, and technology and human resources working in the agroindustry also need to be developed. This research aims to determine the internal and external factors that influence Dodol Pulut Ria's business development strategy through the IFAS matrix and EFAS matrix as well as formulating alternative strategies on the SOAR matrix. The research method used is a qualitative approach by processing data. Based on the results of the IFAS matrix and EFAS matrix analysis, the total score on the IFAS matrix was 3.63 and the total score on the EFAS matrix was 3.63. In the SOAR analysis, sixteen alternative strategies were obtained and the highest priority alternative strategy based on the SOAR analysis for efforts to develop the Dodol Pulut Ria Agroindustry was to expand market share through promotional media in online media, such as YouTube, Instagram, Facebook, etc., introducing e

-comers to regular customers so they can make practical purchases, collaborate with supermarkets and malls so they can market dodol on a large scale and become sponsors for events or organizations to increase brand exposure to the community.

Key words: agroindustry, dodol, external, internal, SOAR