

ABSTRACT

CITRA RAHAYU. Business Development Strategy for Coffee Pie Products in the Takengon Syalia Business in Blang Kolak I Village, Bebesen District, Central Aceh Regency. Supervised by Muhammad Authar and Martina.

This research was carried out in Blang Kolak I Village, Bebesen subdistrict, Central Aceh district. The object of this research is the owner of a coffee pie product business at the Takengon Syalia business in Blang Kolak I Village, Bebesen subdistrict, Central Aceh district. This research is aimed at: 1) To analyze the strengths, weaknesses, opportunities and threats of the coffee pie product business in the Takengon Syalia business. 2) Identify the strategies carried out in the pie product business in the Takengon Syalia business. The data analysis method used is qualitative analysis. The business development strategy for coffee pie products in the Takengon Syalia business uses SWOT analysis and the QSPM Matrix. The research results show that (1) The coffee pie product business in the Takengon Syalia business shows that in the SWOT analysis the Takengon Syalia business is located in quadrant I (Growth Strategy), namely a favorable situation for the coffee pie product business in the Takengon Syalia business because it has opportunities and strengths. so that you can take advantage of existing opportunities. The focus of this strategy is SO (Strength Opportunity), namely creating a strategy that uses strengths to take advantage of opportunities. (2) The priority strategy that can be applied in developing the coffee pie product business in the Takengon Syalia business based on the QSPM matrix analysis is strategy I with a total attractiveness value of 4.90, which is a strategy to increase product marketing through online media and e-commerce so that it can increase Consumer awareness of halal products can also increase sales and the economy of business actors, improve hygienic manufacturing processes and open business branches as well as increase income and awareness of the quality of coffee pie products.

Keywords: Strategy, Business development, Coffee Pie