

## **ABSTRACT**

Sales of Salacca Business products fluctuate every year because the utilization of social media as a more modern and effective marketing tool is not optimal, and technology and human resources working in the agroindustry also need to be developed. This will hinder the longterm growth and profitability of the business in the future. This study aims to identify internal and external factors that affect the development strategy of Salacca Business through IFAS and EFAS matrices, and formulate appropriate strategy alternatives using the SOAR matrix. Internal factors affecting Salacca Business include human resources, finance, management, production, and marketing, while external factors include government policies, economic, social, and technology. Based on the IFAS and EFAS matrix analysis, the overall total score is 3.66 for the IFE matrix and 3.66 for the EFE matrix. In the SOAR analysis, twenty two alternative strategies were obtained and the highest priority alternative strategies based on SOAR analysis for Salacca Business development efforts are maintaining product quality in order to expand market share, increasing and utilizing the use of social media as a means of marketing and sales, expanding marketing reach by displaying certification labels, and marketing and promoting products online through social media and marketplaces.

**Keywords:** agroindustry, development strategy, external, internal, SOAR analysis