

ABSTRACT

This research was conducted at the Tofu Agroindustry Business in Pekan Besitang District Besitang Langkat Regency owned by Mr. Dahlan. This study aims to determine the development strategy of tofu agro-industry in Pekan Besitang District Besitang Langkat Regency. The data analysis method used is the SWOT data analysis method. The results of this study indicate that this business is in quadrant 1 position aggressive strategy or SO strategy, with a strength and weakness value of 1.48 and opportunities and threats of 1.77 which is a very favorable situation and means that this tofu agroindustry business has strengths so that it can take advantage of existing opportunities. There are also alternative strategies that can be used are (1) Produce quality tofu by maintaining demand for superior production (2) Increase production with the availability of raw materials by having regular customers (3) Have a skilled business with quality tofu production so that demand for tofu increases (4) Skilled labor produces high-quality superior products can be training and developing employee skills to increase the selling price of tofu.

Keywords: Development Strategy, SWOT Analysis, Tofu Agroindustry Business