

ABSTRACT

This research was carried out at the Lilis Cafe restaurant business in Kerasaan Village, Pematang Bandar District, Simalungun Regency, North Sumatra Province. The aim of this research is to analyze the development strategy of the Lilis Cafe restaurant business. Sampling was carried out using the case study method with the owner of the Lilis Cafe restaurant business as the respondent. The data analysis method used is descriptive qualitative. The research results show that the Lilis Cafe restaurant business can be developed. This can be seen from the IFAS matrix value of 2.90 and the EFAS matrix value of 2.70. The IE matrix value obtained from the combination of the IFAS matrix and EFAS matrix in Cell V describes business conditions as hold and hold or maintain and maintain. The QSPM matrix results from the six alternative strategies show that the priority strategy is the second strategy is to provide discounts and maintains food quality to maintains realationship with customer with a TAS value of 7.85.

Keywords: Restaurant Business, Development Strategy, SWOT, QSPM