

ABSTRACT

This research was conducted at Keumala Rice Mill in Gampong Meunasah Drang Muara Batu District, North Aceh Regency. The purpose of this research is to formulate strategies that can be applied in the development of Rice Agroindustry in Muara Batu District, North Aceh Regency with a case study method at Keumala Rice Mill. The data analysis method used in this research is descriptive qualitative. The results of the analysis using the IFAS and EFAS matrices show a difference in the total strength-weakness score of 1.5 and a difference in the total opportunity-threat score of 1.85. Based on these results, the position of the Keumala Rice Mill agro-industry is in quadrant I of the S-O strategy. Rice agro-industry development strategy UD. The Keumala Rice Mill that can be applied is the S-O strategy, namely by using all the strengths and taking advantage of existing opportunities.

Keywords: Rice Agro-Industry, Development Strategy, SWOT