

ABSTRAK

Ceurahi UMKM are micro, small and medium enterprises, namely water hyacinth handicraft businesses owned by handicraft business groups, which are located in North Aceh District Muara Batu, precisely in Cot Seurani Village. The ceurahi UMKM group initially learned by themselves during the COVID-19 pandemic, as time went by their work production began to be exhibited in every UMKM exhibition event both in the Aceh and Jakarta regions. However, the development of this business is still unstable with fluctuating income and even in a month they don't get orders. Therefore, it is necessary to have a Development Strategy for Ceurahi UMKM. This study aims to formulate an appropriate development strategy for Ceurahi UMKM with SOAR Analysis (Strengths, Opportunities, Aspiration, Results) in Cot Seurani Village, Muara Batu District, North Aceh Regency. The results of this study indicate that in the water hyacinth handicraft business at ceurahi UMKM in Cot Seurani Village, the development strategy that can be applied by Ceurahi UMKM is the S-A strategy of marketing in e-commerce such as Shoppe, Tokopedia, and Lazada with the appropriate selling price in order to attract consumers more easily. The O-A strategy participates in training made by the government in order to develop more diverse innovations and designs. The S-R strategy promotes products by uploading content on social media related to the production process, product quality, various forms of products and prices that match the product.

Keywords: *crafts, SOAR analysis, UMKM, water hyacinth.*