

BAYU AJI PAMUNGKAS. 2023. *Business Development Of Strategies Mie Reshik Cap Dokar At Usaha Mikro Talang Berkah Jaya In Kapanewon Srandakan, Kabupaten Bantul. Supervised by Antik Suprihanti and Siti Hamidah*

ABSTRACT

The purposes of the research were (1) to identify internal and external factors of Mie Reshik Cap Dokar business, (2) to analyse the alternatives for business development strategies applied to Mie Reshik Cap Dokar business, (3) to determine the best business development strategy applied to Mie Reshik business in usaha mikro Talang Berkah Jaya. The method used was the descriptive method with a case study approach. Respondents were selected using purposive sampling; therefore, the chairman of usaha mikro Talang Berkah Jaya and 6 employees from the production, packaging, drying, warehouse, printing, financial, administration, and distribution sections were included. Data collection methods included Focus Group Discussions (FGD), observations, interviews, and documentation. The data used consisted of primary and secondary data. The data analysis methods included matrices such as Internal Factor Evaluation (IFE), External Factor Evaluation (EFE), Internal-External (IE), Strengths, Weaknesses, Opportunities, Threats (SWOT), and Quantitative Strategic Planning Matrix (QSPM). The results of this research showed that 1) the main strengths were Mie Reshik product certified by MUI and P-IRT, also made from natural materials; the main weakness was unstable machine conditions, the main opportunity was ease of carrying out promotion with technological development, and the main threat was drying depending on the weather; 2) alternative business development strategies for Mie Reshik Cap Dokar can be carried out by adding modern innovation at production tool and warehouse to develop business also designing practical package while highlighting the advantages of Mie Reshik products. The right decision adding modern innovation at production tool and warehouse to develop business.

Keywords: *Business Development Strategy, Mie Reshik, Internal and External Factors, Matrix Internal External, SWOT, QSPM*