

ABSTRACT

The rapid development of the industrial world requires an industry to be able to identify the ability of the company and have an increase in the development of its business strategy . This study aims to determine the business development strategy implemented most appropriate at this time by MD Silver silver handicraft business in order to take advantage of opportunities and anticipate the threats that exist to utilize the company's strengths and anticipate shortages .

SWOT analysis is used to determine the true condition of the company , while the Balanced Scorecard is used to measure the performance of four perspectives : financial ; customers ; business processes and learning and growth . Both methods are integrated with each component and each component affects each other in business development . After getting the position of the company , would seem a suitable strategy to do . This strategy has several alternatives and will select the one with the AHP to be a priority strategy to be selected for the development of the enterprise business .

The results of data processing in the internal - external SWOT matrix shows that the silver business Silver MD is in cell IV , which means stability and support strategies by SWOT matrix is in quadrant I, which means that the company in a profitable situation so as to take advantage of existing opportunities . Matching strategy is applied to the stability of an aggressive strategy that maximizes the power and take advantage of opportunities . Balanced Scorecard shows the calculation results of the internal business process perspective and the perspective of learning growth has the lowest percentage . AHP calculation results showed Maintain Customer Trust criteria are criteria that influence the business development strategy with the weight value 0.211 . The results indicate that the selection of alternative business development strategies should be prioritized and supported the results of the SWOT analysis and the Balanced Scorecard is an increase in human resources with a weight value 0.336 . Human Resources Strategy improvement include increased employee incentives , increased worker comfort , preserving expertise craftsmen carving / sculpture silver to the younger generation , training , discipline , and work for the improvement of performance appraisal .

**Keywords : SME, SWOT, Balanced Scorecard , AHP , Resource Enhancement Strategy
human**