

## **ABSTRAK**

### **STRATEGI PENGEMBANGAN AGROINDUSTRI KERUPUK KULIT JERUK SIAM**

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Penelitian ini bertujuan untuk menganalisis kondisi internal dan eksternal agroindustri kerupuk kulit Jeruk Siam, merumuskan alternatif strategi dan menetapkan prioritas strategi pengembangan agroindustri kerupuk kulit Jeruk Siam berdasarkan hasil analisis lingkungan internal dan eksternal pada Kelompok Wanita Tani Mandiri. Metode penelitian yang digunakan adalah studi kasus. Responden penelitian adalah pemilik agroindustri, lembaga pemerintah, dan konsumen. Penelitian dilaksanakan pada Kelompok Wanita Tani Mandiri di Desa Sitisari Kecamatan Karangpawitan Kabupaten Garut. Hasil penelitian yang telah dilakukan terdapat alternatif strategi pengembangan agroindustri yaitu: (a) Strategi S-O (*strengths-opportunities*): memperbanyak hasil produksi dengan melakukan pemanfaatan pengolahan kulit Jeruk Siam. (b) Strategi W-O (*weaknes-opportunities*): Meningkatkan efisiensi dan sumber daya manusia dalam pengolahan produk. (c) Strategi S-T (*strengths-threats*): Meningkatkan perluasan daerah pemasaran produk guna menghadapi persaingan usaha. (d) Strategi W-T (*weaknes-threats*): Meningkatkan kualitas sumber daya KWT melalui pelatihan-pelatihan dibidang wira usaha.

Kata Kunci: strategi pengembangan, agroindustri, kulit jeruk.

## **ABSTRACT**

### **STRATEGY OF AGROINDUSTRY DEVELOPMENT OF SIAMESE ORANGE PEEL CRACKER.**

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*This study aims to analyze the internal and external conditions of the Siamese orange cracker agroindustry, formulate alternative strategies and set priorities for the development of the Siamese orange cracker agroindustry based on the results of internal and external environmental analysis of the Independent Farmer Women Group. The research method used is a case study. The research respondents are agroindustry owners, government institutions, and consumers. The study was conducted at the Independent Women Farmers Group in the Site of Sitiari village, Karangpawitan District, Garut Regency. The results of the research that have been carried out are alternative agroindustry development strategies, namely: (a) S-O (strengths-opportunities) strategy: multiplying production by utilizing siam orange peel processing. (b) W-O Strategy (weaknes-opportunities): Improve efficiency and human resources in product processing. (c) Strengths-threats strategy: Increasing the expansion of product marketing areas to deal with business competition. (d) W-T (weaknes-threats) strategy: Improving the quality of KWT resources through training in the field of entrepreneurship.*

*Keywords: development strategy, agroindustry, orange peel.*