

Strategi pengembangan usaha industri kecil tape Bondowoso studi kasus pada industri kecil tape Bondowoso, Kecamatan Bondowoso, Kabupaten Bondowoso

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Abstrak

The research was aimed to analyze the development strategy of tape home industry. The research was conducted in Bondowoso Subregency, Bondowoso Regency through purposive sampling by using collected primary and secondary data. The data was analyzed by Internal Factor Evaluation, External Factor Evaluation, SWOT analysis, and Analytical Hierarchy Process. The result showed that the important development strategy were improving quality of service to consumer, increasing value added and quality of product, extending market area, conducting product development, and conducting promotion.