

ABSTRACT

Currently, the Indonesian government is focusing on the recovery and development of a more advanced, independent and modern agricultural. This provides an opportunity for PD. ASH Jaya to develop business. Therefore, PD.ASH Jaya requires the right business strategy to develop their business.

This study aims to analyze the company's internal and external factors, and formulate alternative strategies based on external and internal conditions and formulate the appropriate strategy for the company using the QSPM Matrix.

The method used in this study is a combination method, where quantitative is used to facilitate qualitative. Strategy formulation using IFE, EFE, IE Matrix and QSPM Matrix.

The results showed IFE Matrix score is 2.71 and EFE Matrix score is 2.91. In IE matrix, the score indicating that PD. ASH Jaya's position is in cell 5 which is hold and maintain strategy. The strategy for hold and maintain is market penetration with developing the market by branding for the products, then do product marketing by advertising on tv or internet such as social media in order to dominate the market and compete with similar companies and product development with create new or better products. And QSPM result for market penetration is 6.52, while product development is 5.94.

Keywords: Rice, EFE, IFE, IE, QSPM