

ABSTRACT

In developing countries, the main priority is national economic development, one of which is MSMEs because MSMEs have an important role, especially in economic growth and alleviating unemployment. Rice butcher is one of the popular foods from Banten, to be precise in the city of Tangerang. It was founded in 1995. The location of Rice Butcher is in the area of the Tangerang City Government Agriculture Service Slaughterhouse or commonly referred to as a place for slaughtering cattle, because of its location, this food is called Rice Butcher. This Rice Butcher consists of a plate of white rice topped with chunks of beef in thick soy sauce. In the new normal era, when business actors are trying to survive and compete with other entrepreneurs, research is being conducted to analyze internal and external environmental factors.

This study used a qualitative method with a descriptive approach involving a butcher's rice business on Jalan Raya Bayur, Tangerang City. This analysis pays attention to internal factors (Strengths and Weaknesses) and external factors (Opportunities and Threats).

The results of this study indicate that the total internal factor score is 3.058823529. And the total external score is 3.448275862. where the score obtained is included in Quadrant 1. Quadrant 1 is a strategy that takes advantage of strengths and opportunities, such as food products, competitive product prices, intensifying promotion and service to consumers. To maximize the strengths and pay attention to business opportunities. This strategy needs to be supported by market penetration, market development, and product development.

Keywords: *MSMEs, Marketing, SWOT*