

THE POTENTIAL ANALYSIS OF THE PINEAPPLE CHIPS HOUSEHOLD BUSINESS IN KUALA ALAM VILLAGE

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ABSTRACT

Pineapple Fruit Chips is one of the processed creations of real pineapple fruit into snacks. Pineapple Chips are made from high quality original pineapple raw materials. In Kuala Alam Bumdes, pineapple chips are the most superior product. This study aims to determine the potential of pineapple chips business, knowing the results of the analysis of the potential of pineapple chips with SWOT analysis and how the strategy to optimise the potential to develop pineapple chips business run by BUMDes Kuala Alam. This research uses a qualitative descriptive method by conducting interviews, and documentation. The data analysis technique uses SWOT analysis, IFAS and EFAS matrices. The results of this study indicate an IFAS score value of 3.67 which identifies a strong internal position, while the EFAS score value is 3.2 which indicates that pineapple chips respond to existing opportunities and avoid threats in the market. Analysis of the potential of pineapple chips products developed at BUMDes Kuala Alam shows that this product is in a favourable condition, located in quadrant I which indicates growth. Strength factors are more dominant than weaknesses, while the influence of opportunity factors is greater than threats. This conclusion provides a strategic foundation for BUMDes Kuala Alam in developing and marketing pineapple chips products effectively and sustainably.

Keywords: *BUMDes, Potential, Analysis SWOT, IFAS and EFAS Matrix*