**STRATEGI PENGEMBANGAN USAHA INDUSTRI KECIL**

**PENANGKARAN BURUNG ANIS KEMBANG CURAH**

**NANGKA-AMBULU DI KABUPATEN JEMBER**

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**Abstract**

*The general objective of this research is to determine the development strategy of bird breeding small-scale industries in Jember Regency. The specific objectives of this research are : (1) to know the aspects of the strategy management of internal and eksternal environment that can be the strength, weakness, opportunity and threat for the development of bird breeding small-scale industries; and (2) to know the business unit position of the development of bird breeding small-scale industries. According to marks given to the aspects of management strategy of internal and eksternal environment formulated is the SWOT matrix analysis diagram, the bird breeding small-scale industries in Jember Regency lies in the most not beneficial condition. That’s why; the strategy that is used in the bird breeding small-scale industries in Jember Regency is the Turn a Round Strategy. According to the result of teh Market Share Growth matrix analysis diagram of Boston Consulting Group (BCG), the bird breeding small-scale industries in Jember Regency on dogs position. According to the research of teh analysis of the strategy manajement of internal and eksternal environment that can be strength, weakness, opportunity and threat for the development of bird breeding small-scale industriesand the business unit position of the development of bird-breeding small-scale industries, the right development strategy of bird-breeding small-scale industries in Jember Regency is the Turn a Round Strategy through the Improvement Market Growth Rate and Relative Market Share.*

***Keywords :*** *Development Strategy, Management Strategy, Small-Scale industries*