



Prospect and Development Strategy of MSME Mango Dodol Processing : Case Study at Kameumeut MSME, Cirebon Regency, West Java, Indonesia

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Abstract

Cirebon Regency is one of mango production centers in West Java Province, Indonesia. The availability of abundant mango in the mango season has resulted in lower mango prices. Mango dodol processing is one of the alternatives to the use of mangoes that are easy to do community. MSME Kameumeut is one of MSMEs (Micro-Small and Medium Enterprises) in the scale of micro business in Cirebon Regency. This study aims to : 1) to describe the effect of dodol mango business, 2) to analyze the prospect of mango dodol processing, and 3) to analyze the development strategy of MSME Kameumeut. The research design is qualitative and used descriptive analysis, difference of raw materials, profit analysis, BEP, R-C ratio, market analysis and SWOT analysis. The results had shown that MSME gave a profit of Rp 2,575,581 per twelve times of production for one month with R-C ratio of 1.39. It meant that MSME Kameumeut was worthy of being cultivated and profitable. The strategy which is the main objective to be applied by MSME Kameumeut is to maintain continuity of product and cooperation with marketer partner.

Keywords: Performance, Strategy, MSMEs of Mango Processor, SWOT, QSPM