

## ACEH FRIED SAMBAL BUSINESS DEVELOPMENT STRATEGY DURING THE COVID-19 PANDEMIC IN GAMPONG MEUNASAH LHOK MEUREUDU DISTRICT PIDIE JAYA DISTRICT

Ori Damayanti<sup>1</sup>, Setia Budi<sup>2</sup>, Irada Sinta<sup>3</sup>

<sup>1</sup> Agribusiness Student, Faculty of Agriculture, Malikussaleh University, North Aceh

<sup>2,3</sup> Lecturer of Agribusiness Study Program, Faculty of Agriculture, Malikussaleh University, North Aceh

E-mail: [idthami531@gmail.com](mailto:idthami531@gmail.com)

### Abstract

*The development of agricultural-based industries is very strategic to be used as the government of Indonesia. Because this industry generally relies on agricultural resources that are not durable, easy, and seasonal. Agroindustry has a strategic role in efforts to fulfill basic needs, expansion of employment opportunities, domestic production empowerment, foreign exchange acquisition and improvement in the economy of the people in the countryside. This research aims to formulate a development strategy that can be implemented or carried out by Usaha Aceh Sambal Goreng in Meunasah Lhok Village, Meureudu District, Pidie Jaya Regency. Data used in the form of primary data and secondary data. The data analysis method used is a qualitative descriptive method, then the formulation of the strategies using SWOT analysis, the results of the study show that the Usaha Aceh Sambal Goreng has the strength and opportunity to be developed. Based on the results of the SWOT diagram analysis, the value of  $X > 0$  is 1.65 and  $Y > 0$  is 0.78. the position of the business based on the SWOT matrix is in the quadrant 1. The results of the SWOT matrix analysis produce 9 alternative strategies.*

**Keywords:** Agroindustry, internal factors and external factors, SWOT analysis.

### 1. INTRODUCTION

Indonesia is an agricultural country that has a diversity of biological resources that are very potential to be developed. However, it is very unfortunate that there is no development strategy for the local agro-ecosystem. This can be seen from cultivation activities, processing industries to marketing and utilization of agricultural products, therefore the existing opportunities have not been optimally utilized. The progress of agribusiness is very dependent on the strength and ability of the community in developing agricultural commodities in order to increase farmers' income (Sa'id et.al, 2001). The role of the Indonesian agribusiness community is still lacking so that efforts and abilities of the agricultural community are needed in developing agribusiness. One form of agribusiness development is by forming a small industry in the food industry. The existence of the food industry in Indonesia can absorb a large number of workers and is able to encourage the establishment of supporting industries such as the food processing industry and packaging industry. The increasingly tight business competition in the era of globalization must be addressed by business actors/businesses by implementing strategic steps for the sustainability of their businesses.

The emergence of the COVID-19 pandemic that has hit almost the entire world has resulted in the joints of life such as education and the economy being paralyzed, resulting in schools being closed and companies reducing their production activities and even quite a few laying off workers (PHK). The economy is in shock both for individuals, households, macro and micro companies and even the economies of countries in the world (Taufik and Ayuningtyas, 2020). One of the supporting sectors of the economy that has been greatly impacted by the Covid-19 pandemic is the micro, small and medium enterprises (MSMEs) sector. Based on data from the Katadata Insight Center, there are at least 37,000 MSME actors affected during the pandemic,

**ACEH FRIED SAMBAL BUSINESS DEVELOPMENT STRATEGY DURING THE COVID-19  
PANDEMIC IN GAMPONG MEUNASAH LHOK MEUREUDU DISTRICT PIDIE JAYA  
DISTRICT**

*Ori Damayanti, Setia Budi, Irada Sinta*

namely with a survey showing that only 5.9% of MSMEs were able to make a profit amid the pandemic.

The development of agricultural-based industries (agroindustry) is strategic enough to be prioritized by the Indonesian government, this is because this industry generally relies on agricultural resources that are not durable (perishable), easily rotten (bulky), and seasonal. Agroindustry has a strategic role in efforts to meet basic needs, expand employment opportunities, empower domestic production, obtain foreign exchange, develop other economic sectors and improve the economy of rural communities. The structure of agroindustry in Indonesia is dominated by household industries around 90 percent of the total agroindustry. Unfortunately, the productivity of small-scale agroindustry workers is relatively lower when compared to the productivity of large industries. This is due to various factors including the relatively low level of education and skills of the workforce and the level of technology used is still simple (Supriyati and Suryani, 2006).

The home industry is expected to play a role in solving industrial development problems in Indonesia. Because the home industry has a much larger number of business units compared to medium and large industrial business groups. This is because the home industry has strong resilience in the economy, and is the largest part by contributing around 99.19% of all businesses in the industrial sector (Joesyiana, 2017). The home industry in Mereudu City has great potential to be developed, this is because Mereudu City is the center of souvenir production in Pidie Jaya Regency. In addition, the home industry, in addition to playing a role in providing employment, also plays a role in empowering the community's economy.

According to data from the Department of Industry, Trade and Cooperatives of Pidie Jaya Regency in 2020, there were 6,417 businesses divided into 6 sectors, including the trade/services sector, agricultural sector, industrial sector, fisheries sector, and transportation sector.

Table 1: Recapitulation of the 2020 MSME Directory for Pidie Jaya Regency.

No	Business sector	Month December 2020			
		Micro	Small	intermediate	amount
(1)	(2)	(3)	(4)	(5)	(6)
1	Trade/Services	2,506	243	111	2,860
2	Agriculture	595	13	3	611
3	Mining	-	-	-	-
<b>4</b>	<b>Industry</b>	<b>1,469</b>	<b>10</b>	<b>4</b>	<b>1,483</b>
5	Fishery	427	5	-	432
6	Transportation	546	49	2	597
7	Farm	433	1	-	434
<b>Total</b>		<b>5.976</b>	<b>321</b>	<b>120</b>	<b>6,417</b>

Source: Department of Industry and Cooperatives, Pidie Jaya Regency, 2020.

The table above shows that the industrial sector is the business sector with the highest number, which is 1,480, which includes micro-industrial businesses with a total of 1,469 units, followed by small industries with a total of 10 units, then medium industries with a total of 4 units. The large number of business sectors in the micro industry in Pidie Jaya Regency encourages business owners to develop various strategies in order to compete with other micro-businesses, both similar and dissimilar micro-businesses.

Aceh Sambal Goreng Business is one of the businesses included in the micro-industry sector engaged in post-harvest management of agricultural commodities, namely sweet potatoes, potatoes, and melinjo. This Aceh Sambal Goreng Business has been established for 14 years, namely since 2008. However, it seems that the high demand for processed sweet potato and potato commodities is not only responded to by one home industry, but also by other parties who want to benefit from the processing of agricultural products so that various similar or dissimilar home industries have emerged that are trying to attract consumer attention. In addition, fluctuating raw material prices and the emergence of the COVID-19 pandemic which has caused people to live a new normal life with a healthy lifestyle have resulted in increasing competition for micro-business products, resulting in many businesses experiencing impacts such as being threatened with bankruptcy if they cannot follow the trend. Then another impact is the loss of consumers due to PPKM which has resulted in a decrease in the level of production and employment of a business, so that in order to continue to survive in the face of changing environmental conditions, an appropriate strategy is needed because with a strategy it can provide direction in efforts to develop the Aceh Sambal Goreng business during the pandemic or new normal like today.

## 2. LITERATURE AND THEORETICAL REVIEW

Nurannisa Suci Rahmanti's research (2021) entitled "Development Strategy for Micro, Small and Medium Enterprises to Maintain the Welfare of MSMEs During the COVID-19 Pandemic in Bandar Lampung City from an Islamic Economic Perspective" uses the field research type, with descriptive analysis research. The data sources used are primary data and secondary data. By using data collection methods, namely observation, interviews, questionnaires and documentation. The number of samples in this study was 32 respondents. Based on the results of the analysis that has been carried out, the results of the SWOT diagram show that the position of the business product is in quadrant I with results of 0.15 and 0.5 which state that the development strategy that can be carried out by MSMEs banana chips Jl. ZA Pagar Alam is an aggressive strategy where the company has quite large opportunities and strengths so that with the internal strengths it has, it can take advantage of existing opportunities. The strength that can be utilized during the current pandemic is the products offered by business actors who are already well-known for their various flavors that must be maintained during the current pandemic, and with affordable prices that can also attract the interest of buyers.

Rian Hidayat's research, (2021) entitled "MSME Development Strategy During the COVID-19 Pandemic" states that the COVID-19 Pandemic can affect the economic sector, including small and medium enterprises (MSMEs). The results of the study stated that the distribution of MSMEs in Palembang City affected by the pandemic is still quite large and continues to grow and develop because MSMEs in Palembang City continue to build development strategies to meet needs. Based on the results of the study, it was found that the MSME development strategy during the COVID-19 Pandemic Using the SWOT Method is to develop the latest product innovations, develop offline and online transactions, and develop direct payments and E-Money.

Resti et.all's (2015) research entitled "Analysis of the Strategy for Developing Sweet Peel Syrup Agroindustry in Siulak Deras Mudik Village, Kerinci Regency" shows that the sweet peel syrup agroindustry is located in quadrant 1 with internal factors consisting of strengths, namely own capital, affordable capital, strategic location, experienced workers, product prices are easier

**ACEH FRIED SAMBAL BUSINESS DEVELOPMENT STRATEGY DURING THE COVID-19  
PANDEMIC IN GAMPONG MEUNASAH LHOK MEUREUDU DISTRICT PIDIE JAYA  
DISTRICT**

*Ori Damayanti, Setia Budi, Irada Sinta*

---

compared to other products and available raw materials, then the weaknesses consist of a small number of workers, still using manual technology, daily wage system, family labor, fluctuating production volume, and lack of management. For the external environment, it consists of opportunities, including no similar competitors and substitute competitors, the number of stable consumer traders, prices for end consumers and merchant consumers increase, there are government policies, and the availability of 4 (four) financial institutions, and threats consist of the number of end consumers fluctuating, the volume of demand for end consumers and merchant consumers fluctuating, difficult access to financial assistance, and inadequate packaging. The strategy that can be carried out to develop this business is an aggressive strategy with several alternative strategies that can be utilized, namely: 1). Developing production volumes by utilizing the availability of raw materials that meet production capacity, and

### **3.IMPLEMENTATION METHOD**

This research was conducted at the Aceh Sambal Goreng business house located in Dusun Pulo Gampong Meunasah Lhok, Meureudu District, Pidie Jaya Regency, Aceh Province. The selection of the research location was carried out intentionally (purposively) with the consideration that the Aceh Sambal Goreng business is an MSME business engaged in the home industry business, which has the potential to be developed when viewed from several aspects, such as marketing, product variations, and already has its own trademark. The scope of this study is limited to looking at the development strategy of the Aceh Sambal Goreng business and formulating alternative strategies.

This study uses secondary data and primary data. Primary data is data obtained directly from research subjects by using measurement tools or data collection tools directly on the subjects as sources of information sought. Primary data sources are data sources that directly provide data to data collectors. Secondary data is data obtained through other parties, not directly obtained by researchers from their research subjects. Secondary data can be obtained from relevant literature such as books, research journals and library studies and related agencies.

### **4. RESULTS AND DISCUSSION**

#### **SWOT Matrix Analysis**

After knowing the variables of strength, weakness, opportunity, threat that exist in Aceh Sambal Goreng Business in Gampong Meunasah Lhok, Meureudu District, Pidie Jaya Regency, the next step is to compile a SWOT matrix. The SWOT matrix is an important tool to help managers develop four types of strategies, namely SO (strengths-opportunities), WO (weakness-opportunities), ST (strengths-threats), and WT (weaknesses-threats). The SWOT matrix aims to analyze the strengths, weaknesses, opportunities and threats in Aceh Sambal Goreng Business to produce alternative strategies that will be implemented by the owner.

Table 1. Results of SWOT Matrix Analysis

<b>INTERNAL</b>	<b>Strengths (Strengths-S)</b>	<b>Weaknesses (Weaknesses-W)</b>
	1). Products vary 2). Prices vary 3). No preservatives 4). Own packaging and brand 5). Promotion in social media 6). Have distributors 7). Have skilled workers 8). Have a good relationship between owners and employees.	1). Happen labor constraints at certain times 2). The equipment is still simple 3). Products are easy to imitate 4). Recording bookkeeping is still simple 5). Higher selling price compared to similar products 6). Occasionally there are obstacles in the production process due to the availability of raw materials for production.
<b>INTERNAL Opportunities (Opportunities-O)</b>	<b>SO STRATEGY</b>	<b>WO STRATEGY</b>
1). There is coaching from related agencies 2). There is capital assistance from related agencies 3). There is an increase in demand at certain times 4). Healthy lifestyle trends 5). Availability of delivery services (JNT, Sicepat Express) 6). Technology advances	1). Adding product variety with utilizing skilled workers and utilizing social media as a place for promotion (S1, S7, O3). 2). Expanding promotions by taking advantage of progress technology (S5, O6). 3). Leveraging social media For promoting healthy Aceh Sambal Goreng products amidst the growing trend of a healthy lifestyle (S5-04). 4). Add amount Distributor and take advantage of service delivery services to access a wider market (S6, O5).	1). Use bookkeeping websites or applications available for free on the internet (playstore) (W4, O6) 2). Following coaching or counseling from related agencies For learn more about business management and seeking relationships so that raw materials for production are always available available (O1, W6) 3). Make your ad as attractive as possible by using information technology so that the selling price
<b>Threats (Threats-T)</b>	<b>ST STRATEGY</b>	<b>WT STRATEGY</b>
1). Increase in input prices	1). Utilizing energy	Which more high compared to with product similar Not too influential. 1). Always

**ACEH FRIED SAMBAL BUSINESS DEVELOPMENT STRATEGY DURING THE COVID-19 PANDEMIC IN GAMPONG MEUNASAH LHOK MEUREUDU DISTRICT PIDIE JAYA DISTRICT**

*Ori Damayanti, Setia Budi, Irada Sinta*

production (oil fried and red chili)	skilled work for	monitor/view
2). No availability	Creating variations	condition weather rather
cooking oil	New product use	stock material standard
3). Weather changes	Following the taste	production like
4). Change appetite consumer	consumers (T4,S7).	thong, sweet potato, as well as chili can be sufficient
		For production (T3,W6).

Source: Primary data (processed) 2022.

**Aceh Sambal Goreng Business Development Strategy**

After conducting internal and external factor analysis, as well as SWOT matrix analysis, the next step is to conduct the decision-making process. The following are the strategies produced in Aceh Sambal Goreng Business:

a. SO Strategy

SO strategy is a strategy that uses internal strengths to take advantage of external opportunities to gain profits for Aceh Sambal Goreng Business. Here are some alternative SO strategies that are produced, namely:

1. Increasing product variety by utilizing skilled workers and utilizing social media as a promotional medium (S1, S7, O3).
2. Expanding promotions by utilizing technological advances (S5,O6).
3. Utilizing social media to promote healthy Aceh Sambal Goreng products amidst the growing trend of a healthy lifestyle (S5-04).
4. Increasing the number of distributors and utilizing delivery services to access a wider market (S6,O5).

b. WO Strategy

WO strategy is a strategy that functions to improve internal weaknesses by utilizing external opportunities to gain benefits for Aceh Sambal Goreng Business. The following are alternative WO strategies that are produced, namely:

1. Using a website or bookkeeping application that is available for free on the internet (Playstore) (W4,O6).
2. Following coaching or counseling from related agencies to learn more about business management and seeking relationships so that raw materials for production are always available (W6,O1).
3. Make advertisements as attractive as possible by using information technology so that higher selling prices compared to similar products do not have too much of an impact.

c. ST Strategy

ST strategy is a strategy that uses the strengths of Usaha Aceh Sambal goreng to avoid or reduce the impact of threats from the company's external environment. The following are alternative ST strategies that are produced, namely: Utilizing skilled workers to create new product variations to follow consumer tastes (T4, S7).

d. WT Strategy



WT strategy is a strategy that aims to reduce the company's internal weaknesses and avoid the company's existing external threats. The following are alternative WT strategies that are produced, namely: Always monitor/see weather conditions so that the stock of raw materials for production such as kenteng, sweet potatoes, and chilies can be sufficient for production (T3, W6).

### **Recommended Strategy for Developing Acehnese Sambal Goreng Business**

Aceh Sambal Goreng Agroindustry Business has been running for approximately 12 years, so this business has quite strong strength both internally and externally. This can be seen in Figure 3, which is a SWOT analysis diagram of the internal and external processing results of Aceh Sambal Goreng Business. In the diagram, Aceh Sambal Goreng Business is expected to focus on the SO (Strength-Opportunity) strategy. The recommendations for the SO strategy are as follows:

1. Adding product variety by utilizing skilled workers and utilizing social media as a place for promotion (S1, S7, O3). Skilled workers are an asset for every business, including for Aceh Sambal Goreng Business. Skilled workers can be an opportunity for Aceh Sambal Goreng Business to develop better, because skilled workers can apply their expertise in the production process of Aceh Sambal Goreng Business and provide ideas so that products can attract consumer interest when advertised on social media.
2. Expanding promotions by utilizing technological advances (S5,O6). Technological advances have a positive impact on every business, because with technology, business owners can advertise their businesses in the market place. Marketing business products using technology is more effective and efficient than using traditional methods, in addition, conducting promotions/marketing through social media can also reach many groups.
3. Utilizing social media to promote healthy Aceh Sambal Goreng products amidst the growing trend of a healthy lifestyle (S5-04). Since the COVID-19 pandemic, the majority of Indonesian people have started to adopt a healthy lifestyle trend. So it will be an opportunity for Aceh Sambal Goreng to promote its healthy products on social media to attract the interest of people who adopt a healthy lifestyle.
4. Increasing the number of distributors and utilizing delivery services to access a wider market (S6,O5). Usaha Aceh Sambal Goreng has distributors spread across several cities in Aceh. Distributors play a role in distributing Usaha Aceh Sambal Goreng products to consumers. So with the addition of distributors, Usaha Aceh Sambal Goreng will have a wider consumer reach.

## **5. CONCLUSION**

1. Based on the results of the IFE and EFE Matrix analysis on Aceh Sambal Goreng Business, internal and external factors can be identified consisting of strengths, weaknesses, opportunities and threats owned by Aceh Sambal Goreng Business. The IFE matrix analysis on Aceh Sambal Goreng Business produced eight strength factors and six weakness factors. Meanwhile, the EFE analysis on Aceh Sambal Goreng Business produced six opportunity factors and four threat factors.
2. Based on the results of the SWOT analysis diagram, it is known that currently the Aceh Sambal Goreng Business is in the first quadrant position, this shows that the

**ACEH FRIED SAMBAL BUSINESS DEVELOPMENT STRATEGY DURING THE COVID-19  
PANDEMIC IN GAMPONG MEUNASAH LHOK MEUREUDU DISTRICT PIDIE JAYA  
DISTRICT**

*Ori Damayanti, Setia Budi, Irada Sinta*

---

owner of the Aceh Sambal Goreng Business can utilize the strengths that come from within his business by taking advantage of every opportunity that arises.

3. There are 4 alternative strategies that are expected to be implemented by the Aceh Sambal Goreng Business owner.

**REFERENCES**

- Anoraga Pandji, 2007. Introduction to business. Business Management in the Era of Globalization. Jakarta: Rieneka Cipta.
- Arsyad, Lincoln and Stephanus Eri Kusuma. 2014. Industrial Economics: Structure, Behavior and Performance Approach. Yogyakarta: UPP STIM YKPN.
- Azmiral. 2014. Crispy Mushroom Processing Strategy in Rumbai Pesisir District, Pekanbaru City. Case Study of Agro Intan Nusantara Partnership). Journal of Development Economics, Faculty of Economics, University of Riau.(1.) 2.
- Bayu, H. 2015. Durian Dodol Industry Development Strategy in Serdang Berdagai Regency. Thesis. Medan. Faculty of Agriculture, University of North Sumatra.
- Budi, Arya & Irham Nur Anshari, 2020, "Administration Distancing?", Local Government in the Covid-19 Pandemic. Faculty of Social and Political Sciences UGM: UGM Press.
- David, Fred R, 2011. Strategic Management, Book 1. 12th Edition Jakarta.
- Daniel, Moehar. 2002. Introduction to Agricultural Economics. PT Bumi Aksara. Jakarta.
- Disperindagkop Pijay. 2020. Recapitulation of UMKM Directory in 2020 Pidie Jaya Regency.
- Evi Suryani, 2021. Analysis of the Impact of Covid-19 on MSMEs Case Study: Home Industry Kelepon in Kota Baru Driyorejo. Journal of Research Innovation, 1 (8) 3-6.
- Gumbira Sa'id, E, Rachmayanti, and MZ Muttaqin.2001. Agribusiness Technology Management. Jakarta: Ghalia Indonesia.
- Hanoatubun, S. 2020. The Impact of Covid-19 on the Indonesian Economy. Journal of Education, Psychology and Counseling, 2(1): 146-153.
- Hattori.2015.Agroindustry.Paper.[http://bukudg.blongspot.co.id201505AGROI\\_NDUSTRI.html](http://bukudg.blongspot.co.id201505AGROI_NDUSTRI.html). Accessed January 20, 2022.
- Hidayat, Rian. 2021. MSME Development Strategy During the Covid-19 Pandemic. Faculty Technique Industry. Thesis. Palembang :Muhammadiyah University.
- Hunger, J. David and Thomas L wheelend. 2003. Strategic Management. Andi Publisher. Yogyakarta.
- Husna, U. 2020. Alternative Strategies for Handling the Economic Impact of Covid-19 by the East Java Regional Government in the Agropolitan Area. Journal of Islamic Economic and Business, 3(2).
- I Made Winarth. 2006. Guidelines for Writing Research Proposals, Theses and Dissertations. Andi Publisher. Yogyakarta.
- Joesyiana, Kiki. 2017. Home Industry Development Strategy in Pekanbaru Regency Case Study of Knitted Bag Business, Creative Rope Kur Processing Industry. Valuta Journal, 3 (1), 161.
- Kindagen, JG. 2014 Prospects for Food Agroindustry Development in Increasing Farmers' Income in Southeast Minahasa Regency. Regional Seminar on Agricultural Technology Innovation, Supporting the Agricultural Development Program of North Sulawesi Province. Agricultural Technology Assessment Center (BPTP) of North Sulawesi.
- Kountur, R. 2003. Research Methods for Undergraduate and Dissertation Research. Jakarta. PPM Publisher.
- Kuncoro, Mudrajad, 2005, Strategy: How to Achieve Competitive Advantage, Erlangga, Jakarta.



- Kurniati, Edy Dwi. 2015. *Industrial Entrepreneurship*. Yogyakarta: PT Deepublish. Marihot, & Efendi, H. 2002. *Human Resource Management*, Jakarta: PT Gramedia Widiasarana Indonesia.
- Michael E. Porter. (2008) *Superiority Compete : Create and Maintaining Excellent Performance*. Kharisma Publishing. Tangerang.
- Mukharom, M., & Aravik, H. (2020). The Policy of the Prophet Muhammad SAW in Handling Infectious Disease Outbreaks and Its Implementation in the Context of Handling the Covid-19 Coronavirus. *Journal of Social and Cultural Syar-i*, 7(3).
- Nitisusanthro, Mulyadi. 2012. *Behavior Consumer In Kew's Perspective entrepreneurship*. Bandung: Alfabeta.
- Rangkuti, Freddy. 2004. *SWOT Analysis, Techniques for Dissecting Business Cases*. PT. Gramedia. Jakarta.
- Rangkuti, Freedy. 2009. *SWOT Analysis Techniques for Dissecting Business Cases: Strategic Reorientation to Face the 21st Century*. Jakarta: PT Gramedia Pustaka Utama.
- Rahardi, D. 2008. *SWOT Analysis Definition and Purpose*. <http://dickyrahardi.com/>. Accessed February 8, 2022.
- Resti, Malik. 2015. Analysis of Cinnamon Peel Syrup Agroindustry Development Strategy in Kerinci Regency. *Journal of Socioeconomic Business*. (18) 3.
- Soekartawi. 2005. *Introduction to Agroindustry*. PT Raja Grafindo Persada. Jakarta.
- Rahmanti, Suci . 2021. Thesis: *Micro Business Development Strategy, Small and Medium Enterprises to Maintain the Welfare of MSMEs During the Covid-19 Pandemic in Bandar Lampung City in the Perspective of Islamic Economics*. Faculty of Islamic Economics and Business. Raden Intan State Islamic University. Lampung.
- Supriatin and Suryani E. 2006. The Role of Opportunities and Constraints in Agro-Industry Development in Indonesia. *Agro-Economic Research Forum*. (24) 2, 92- 106.
- Taufik, & Ayuningtyas, EA (2020). The Impact of the Covid-19 Pandemic on Business and the Existence of Online Platforms. *Journal of Entrepreneurial Development*, 22(1), 21-32.
- Udayana, IGB 2011. *The Role of Agroindustry in Agricultural Development*. Singhadwala Journal.