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ABSTRACT

Indonesia is the country rich natural resources. One of the sectors the biggest contribution in national income is the agricultural sector. Efforts to improve economic value of a commodity is by doing the results of the processing of agricultural products. Cassava as major food commodities that have the potential raw materials vital for food products and industry. Industrial processing (agroindustry) is (subsystem) agribusiness integrated have an important role in economic growth particularly Madura. There are 4,778 small business units in the field of food processing one of them is processing kripik tette (emping cassava) in Pamekasan. Matrix of IE shows the position of strength and the success of the strategy has been implemented by the manufacturer with a score of the total of IFAS, EFAS 2,756 2,984 and put in a position so that cells with coordinates (2,984 5; 2,756) this must be preserved and maintained internal home industry is the power and ability in opportunities. Expanding the sales opportunities Chips tette large enough for safe consumed without chemicals (borax) with government assistance or related institutions and will be more Chips tette outside Pamekasan known by the community. The right strategy for the development of kripik tette is increasing the role of institutional and related to provide training to producers by using current technology.

Key Word: Chips Tette, Analysis SWOT, *home Industry*,