

Strategic Development for a Rural Agroindustry: A SWOT-Based Analysis of Oyster Mushroom Marketing in West Sinjai, Indonesia

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Abstract

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Rural agroindustries play a significant role in local economic development, yet many small-scale enterprises face marketing constraints limiting business growth. This study analyzes the marketing strategy of the Dua Putra oyster mushroom enterprise in Gunung Perak Village, West Sinjai District, Sinjai Regency, Indonesia, using a SWOT approach and quantitative descriptive method. Primary data were collected through observation, interviews, questionnaires administered to five respondents, and documentation. Key internal strengths include high product quality, competitive pricing, and production continuity, while main weaknesses are the perishable nature of fresh mushrooms, limited promotion, simple packaging, and basic production facilities. Externally, opportunities arise from health-conscious consumer trends, potential product diversification, government support for micro and small enterprises, and digital marketing platforms. Threats include fluctuating market prices, limited cultivation media availability, climate variability, and competition. IFAS and EFAS scores of 1.958 and 0.628, respectively, position the enterprise in Quadrant I of the SWOT matrix, indicating an aggressive growth strategy. The recommended strategic direction involves leveraging internal strengths to capitalize on market opportunities through product diversification, digital marketing expansion, quality consistency, and improved production facilities. This growth-oriented strategy is expected to enhance market competitiveness, increase revenue, and ensure long-term business sustainability.

Keywords: Growth Strategy, Rural micro-enterprise, Smallholder agriculture, South Sulawesi

Introduction

Agriculture remains a cornerstone of Indonesia's rural economy, not only as a provider of food and raw materials but also as a major source of employment and income for household-scale producers. Within this sector, horticultural commodities with short production cycles and strong market pull are increasingly viewed as practical entry points for inclusive rural development. One such commodity is the oyster mushroom (*Pleurotus ostreatus*), which has gained attention globally and nationally due to its culinary versatility, favorable nutritional profile, and potential health-promoting attributes. Oyster mushrooms are particularly attractive for smallholders because cultivation can be implemented on limited land, requires relatively modest capital, and can generate returns within a short period—features that align well with livelihood diversification strategies in rural areas.

Beyond consumer appeal, oyster mushroom production also fits the sustainability agenda. Mushrooms can be cultivated using lignocellulosic agricultural residues, turning low-value biomass into marketable food products while potentially reducing waste and supporting circular bioeconomy initiatives. This dual role—as a nutritious food and as a value-adding pathway for agricultural by-products—strengthens the case for developing mushroom-based agroindustry in emerging regions, including Eastern Indonesia, where employment creation and local value chains remain pressing priorities.

South Sulawesi Province has ecological potential to expand oyster mushroom cultivation; however, production and business scale in several areas remain limited relative to market demand. Sinjai Regency, particularly Gunung Perak Village, offers a suitable microclimate and local interest in mushroom farming. The Dua Putra Oyster Mushroom Farm represents a community-managed micro-enterprise that contributes to local income generation and demonstrates promising product quality. Nevertheless, like many micro and small agroenterprises, the business faces strategic constraints that may hinder growth: promotional activities are limited, marketing approaches are not yet optimized, and distribution is largely confined to nearby markets. These constraints are increasingly consequential as competition intensifies, consumer preferences shift toward more differentiated and conveniently accessible products, and digital channels become central to food marketing and customer engagement.

In this context, structured strategic planning is essential for improving competitiveness and ensuring long-term business viability. Yet, many rural micro-enterprises operate without a systematic assessment of internal capabilities and external market pressures, resulting in ad hoc decisions and missed opportunities. SWOT analysis provides a practical framework to map strengths and weaknesses within the enterprise and to identify external opportunities and threats in the broader environment. When applied carefully, this approach can support evidence-informed strategy formulation by aligning enterprise resources with market realities.

Therefore, this study aims to formulate development and marketing strategies for the Dua Putra Oyster Mushroom agroindustry in West Sinjai by analyzing internal and external factors using the SWOT framework. The study contributes by (i) providing a context-specific strategic diagnosis for a community-based agroenterprise, and (ii) translating the diagnosis into actionable strategic directions that can enhance market reach, competitiveness, and sustainability of oyster mushroom businesses in similar rural settings.

Methods

Research Location

This study was conducted in Gunung Perak Village, West Sinjai District, Sinjai Regency, South Sulawesi, Indonesia, a rural area with favorable agroclimatic conditions for oyster mushroom cultivation. Data collection was carried out over a one-month period, from 18 June to 17 July 2025. The research site was purposively selected because Dua Putra Oyster Mushroom Farm represents one of the pioneering micro-scale mushroom enterprises in the region and reflects the typical marketing challenges faced by rural agroindustries.

Data Types and Sources

This study utilized both primary and secondary data. Primary data were obtained directly from key informants within the Dua Putra enterprise, including the business owner, the financial manager, and three workers, through field observation, structured interviews, and questionnaire-based assessments. These data provided first-hand information on production practices, marketing activities, and internal–external strategic factors. Secondary data were collected from relevant literature, government statistical reports, and previous studies on oyster mushroom agribusiness and rural marketing strategies, which were used to support contextual analysis and strengthen the interpretation of findings.

Data collection technique

Data were collected through field observation, structured interviews with the owner of the Dua Putra oyster mushroom enterprise, and questionnaire-based assessments administered to the owner and employees. The questionnaire was designed based on preliminary interviews and relevant literature on SWOT analysis, consisting of structured statements representing internal and external strategic factors. Prior to implementation, the instrument was reviewed for content relevance and clarity to ensure its suitability for the case context. A four-point rating scale (1–4) was used to assess the relative condition and importance of each factor for the IFAS and EFAS matrices. Supporting documentation related to production and marketing activities was also examined to strengthen data triangulation.

Data Analysis Techniques

Data analysis techniques using SWOT analysis

a. IFAS and EFAS matrix SWOT analysis

Table 1. IFAS and EFAS Matrix

Internal/External Strategy Factors	Weight	Rating	Scoring (Weight x Rating)
Strengths/Weaknesses:			
1.			
2.			
3.			
4.			
5.			
Total Strengths/Weaknesses Score	1.00		
Opportunities/Threats			
1.			
2.			
3.			
4.			
5.			
Total Opportunity/Threat Score	1.00		
Strengths-weaknesses/opportunities-threats gap			

Source:(Khoironi, 2023)

Information:

- 1) Weight: (very important 1.0 to not important = 0.0)
- 2) Rating: for Strengths, Weaknesses, Opportunities and Threats (1-4)
 - 1 = Weak (for Weakness/Threat)
 - 2 = Enough
 - 3 = Strong (for Strength/Opportunity)
 - 4 = Very Strong

b. SWOT Matrix

Table 2. SWOT Matrix

IFAS	Strengths (S) Determine internal strength factors	Weakness (W) Determine the weaknesses of internal factors
EFAS		
Opportunities (O) Determine external opportunity factors	SO Strategy Create strategies that use strengths to take advantage of opportunities	WO Strategy Create strategies that minimize weaknesses to take advantage of opportunities.
Threats (T) Determine external threat factors	ST Strategy Create strategies that use strengths to overcome threats.	WT Strategy Create strategies that minimize weaknesses and avoid threats.

Source:(Khoironi, 2023)

a) SO Strategy

This strategy is based on the company's way of thinking, namely to utilize all its strengths to seize and take advantage of opportunities as much as possible.

b) ST Strategy

This strategy uses the strengths that the company has to overcome threats.

c) WO Strategy

This strategy is implemented based on utilizing existing opportunities by minimizing existing weaknesses.

d) WT Strategy

This strategy is based on defensive activities and seeks to minimize existing weaknesses and avoid threats.

Result and Discussion

The findings of this study highlight the strategic position and marketing challenges of the Dua Putra oyster mushroom micro-enterprise located in Gunung Perak Village, West Sinjai District. Based on field observations, structured interviews, and questionnaire-based SWOT assessments, the enterprise demonstrates considerable potential for growth, supported by both internal strengths and favorable external opportunities. However, several structural weaknesses and environmental threats remain significant constraints that must be addressed through evidence-informed strategic planning. The internal strategic assessment indicates that Dua Putra possesses several competitive strengths that contribute to its resilience as a rural agroindustry. Among the most prominent strengths is production continuity, which received the highest weighted score (0.888). This reflects the enterprise's ability to maintain regular cultivation cycles through staggered planting schedules, ensuring a stable supply of fresh mushrooms for local markets. Production continuity is particularly important in perishable commodity businesses because it strengthens customer trust, supports long-term buyer relationships, and enhances business resilience against seasonal fluctuations. In rural micro-enterprises, consistent output is often a key determinant of competitiveness, especially when supply reliability becomes a differentiating factor in increasingly crowded local markets.

Another major strength is the high quality of the oyster mushroom product, characterized by freshness, clean appearance, and strong aroma, which allows the enterprise to compete effectively in local consumer markets. Quality was rated strongly (weighted score 0.800), reinforcing the notion that product attributes remain central to marketing performance in horticultural agribusiness. In addition, the enterprise benefits from competitive pricing, with mushrooms sold at approximately IDR 25,000–50,000 per kilogram. This affordability strengthens market accessibility and enables Dua Putra to maintain demand among household consumers and small retailers. Furthermore, cultivation does not require extensive land area, making it suitable for household-scale production systems and aligning with rural livelihood diversification strategies.

Despite these strengths, the SWOT analysis also reveals key internal weaknesses that may hinder long-term expansion if not strategically addressed. The most critical weakness is the perishable nature of fresh oyster mushrooms, which spoil within two to four days after harvest. This weakness limits distribution reach and increases the risk of post-harvest losses. In practical terms, the enterprise could mitigate spoilage through low-cost interventions such as improved packaging, simple cold storage solutions, or processing mushrooms into derivative products (e.g., crispy mushrooms, satay, or seasoning powders). These value-added strategies would not only reduce waste but also extend shelf life and open access to broader consumer segments.

Additionally, promotional activities remain limited, with marketing largely dependent on word-of-mouth and basic digital communication such as WhatsApp. Packaging is still simple and lacks branding appeal, which reduces competitiveness in modern retail contexts where consumers increasingly value presentation, labeling, and food safety assurance. Distribution is also largely confined to nearby markets within West Sinjai, indicating that the enterprise has not yet developed wider marketing networks beyond its immediate locality. Production facilities remain rudimentary, particularly due to the absence of advanced sterilization or laboratory infrastructure for seed preparation, which increases vulnerability to contamination and disease. The external strategic environment provides several opportunities that could significantly support the enterprise's growth trajectory. The EFAS results indicate that the strongest opportunity lies in the enterprise's strategic location and proximity to traditional markets (weighted score 0.908), supported by the favorable agroclimatic conditions of Gunung Perak. Another major opportunity is the potential for product diversification, as oyster mushrooms can be processed into a variety of derivative food products. This opportunity received a high score (0.864), highlighting that market development is not limited to raw mushroom sales but can be expanded through agro-processing and innovation.

Moreover, the increasing trend toward healthy food consumption presents a favorable demand environment, as oyster mushrooms are widely recognized as nutritious, low-calorie, and rich in plant-based protein. Government support programs for micro and small enterprises, including training, credit access, and agricultural extension services, further strengthen the external opportunity structure. Digital platforms and online marketplaces also provide new channels for promotion and customer engagement, allowing rural enterprises to overcome geographic limitations if utilized effectively. Nevertheless, the enterprise also faces notable external threats. Market price fluctuations pose uncertainty for income stability, while difficulties in obtaining raw materials for cultivation media, particularly sawdust, represent a significant production risk.

Competition from other producers is increasing, and climate variability may disrupt cultivation cycles. The business is also vulnerable to contamination and fungal disease, which can reduce yields if production hygiene is not consistently maintained.

The combined IFAS and EFAS scores provide a quantitative strategic positioning of the enterprise. The IFAS differential score was 1.958, indicating that strengths outweigh weaknesses, while the EFAS differential score was 0.628, suggesting that opportunities exceed threats. When plotted in the SWOT Cartesian matrix, Dua Putra is positioned in Quadrant I, which corresponds to an aggressive growth-oriented strategy. This strategic position implies that the enterprise is in a favorable condition to expand by leveraging its internal strengths—particularly product quality, production continuity, and competitive pricing—to capture emerging market opportunities such as digital marketing expansion and product diversification.

Overall, the results suggest that Dua Putra has strong potential to develop into a more competitive rural agroindustry enterprise. However, achieving sustainable growth will require targeted interventions addressing post-harvest management, packaging improvement, promotional innovation, and facility upgrading. Strategic efforts should prioritize value-added processing, wider distribution networks, and stronger integration with government and digital support systems. Through these growth-oriented strategies, the enterprise can strengthen its market position, increase household income contributions, and support rural economic development in West Sinjai.

Internal and External Factors in the Marketing of Dua Putra Oyster Mushrooms

1. Internal factors

a. Strength

1) Two sons oyster mushroom products have good quality

The oyster mushrooms produced by farmers are of high quality, as evidenced by their pure white color, fresh texture, and strong, distinctive oyster mushroom aroma.

2) Competitive product prices in the local market

Interviews with oyster mushroom farmers revealed that one of the key strengths of oyster mushroom cultivation is its competitive price in the local market. Farmers reported that because they manage the cultivation process themselves, from baglog preparation to maintenance and harvesting, production costs can be significantly reduced, ensuring competitiveness without sacrificing quality.

3) Continuity of production

Continuity of production is one of the strengths of the oyster mushroom business. Oyster mushroom farmers maintain production continuity by planting oyster mushrooms at regular intervals, approximately one month apart, to meet market demand. This ensures that every retailer or consumer has access to oyster mushrooms that are ready to harvest and maintain good quality.

4) Doesn't require a large area of land

After conducting a review of the oyster mushroom business of two sons, it was found that the oyster mushroom cultivation process does not require a large area of land because the cultivation process uses wooden shelves arranged in tiers in the house or storage warehouse.

5) Affordable pricing for consumers

Based on interviews with oyster mushroom farmers, the average selling price is Rp 30,000/kg, with a price range of Rp 25,000–Rp 50,000/kg. This is a strength of the oyster mushroom business, as the price offered by farmers is relatively affordable compared to the price of dried wood ear/black mushrooms, which is Rp 75,000/kg.

b. Weakness

1) Oyster mushroom products spoil quickly

Oyster mushrooms produced by oyster mushroom farmers are of good quality, but their post-harvest shelf life is limited to two to four days. This is because oyster mushrooms actively release water vapor, which causes them to dry out and the storage bags to become damp.

2) Simple product packaging

Product packaging can be a marketing weakness, as some consumers judge a product based on its appearance, brand, and packaging. The better the product packaging, the more likely it is to attract consumers' attention and prompt them to purchase.

3) Product distribution is not evenly distributed outside the village

Product sales are still limited to the business area due to the lack of clear cooperation with traders and retailers outside the area, which is a weakness in the oyster mushroom business marketing process.

4) Production facilities are still simple

The production facilities at the two sons' oyster mushroom business are still simple, where there is no lab for making oyster mushroom seeds/F0 because oyster mushrooms are very susceptible to bacteria, so this is a weakness in the oyster mushroom cultivation process.

5) Promotion is still limited

In running a business, promotion is one of the strengths but it can also be a weakness if the promotion is only carried out on one digital media such as WA. Meanwhile, in today's advanced technology era, many applications provide sales places such as Facebook, Instagram and TikTok.

Table 3. Results of Internal Factor Analysis of Dua Putra's Oyster Mushroom Business

No.	Internal Strategy Factors	Weight	Rating	Score
Strength				
1	Oyster mushroom products have good quality	0.200	4	0.800
2	Competitive product prices in the local market	0.211	4	0.844
3	Production continuity	0.222	4	0.888
4	Doesn't require a large area of land	0.189	3	0.567
5	Affordable pricing for consumers	0.178	3	0.534
	Total	1.00		3,633
Weakness				
1	Oyster mushroom products spoil quickly	0.150	1	0.150
2	Product packaging is still simple	0.200	2	0.400
3	Product distribution is not evenly distributed outside the village	0.225	2	0.450
4	Production facilities are still simple	0.175	1	0.175
5	Promotion is still limited and has not yet reached digital media.	0.250	2	0.500
	Total	1.00		1,675
Strength-Weakness Gap				1,958

Source: Processed Primary Data (2025)

From Table 8. Above shows the results of the analysis of the internal factors of the two sons oyster mushroom business, the most dominant providing the main strength of the two sons oyster mushroom business is the continuity of production with a final score of 0.888 and oyster mushroom products have good quality and are able to compete in the local market, while the most prominent weaknesses of the two sons oyster mushroom business are the mushroom products are quickly damaged and the production facilities are still simple. It can be seen that the total weighted score of the internal factors is 1.958 which is obtained from the difference between the total strength score of 3.633 and the total weakness score of 1.675. The total score of the strength and weakness factors is obtained from the sum of the results of the multiplication of the weight and rating of each factor. From these results it can be concluded that the two sons oyster mushroom business in Gunung Perak Village, West Sinjai District is in a strong position, with a positive value of 1.958 indicating dominant internal strengths compared to weaknesses. This finding is supported by (Nuraini & Sukardi, 2021) which states that the IFAS score that shows the internal factors of business strength is Good quality oyster mushrooms, Affordable capital, Competitive pricing, Retaining customers.

2. External Factors (Opportunities and Threats) of Oyster Mushroom Marketing

a. Opportunity

1) Oyster mushrooms can be processed into derivative products

Oyster mushroom farmers have the opportunity to sell their products not only fresh oyster mushrooms but also various processed products of fresh oyster mushrooms, for example by selling processed oyster mushroom foods such as mushroom satay, crispy mushrooms, fried mushrooms, mushroom soup, mushroom seasoning, and others which will increase the added value of fresh oyster mushrooms.

2) The rising trend of healthy food

The healthy food trend is one of the most influential opportunities. People are becoming more aware of healthy living, leading to a greater demand for healthy and organic foods. Oyster mushrooms are cultivated without the use of chemical pesticides.

3) Government support for business

The government's policy to develop micro, small and medium enterprises (MSMEs) is to provide capital assistance to MSMEs through the People's Business Credit (KUR) program, support in the form of providing direction and guidance in oyster mushroom cultivation.

4) Strategic business location and close to traditional markets

Dua Putra's oyster mushroom farm is located at an average elevation of 1,000 meters above sea level, creating opportunities for local farmers. The humid environment makes oyster mushrooms ideal for cultivation.

5) Availability of marketplace platforms and social media as a means of promotion

The rapid development of information technology has opened up broader marketing reach, including online and modern markets. Furthermore, marketing reach can also be achieved in modern markets such as minimarkets and supermarkets, which are growing rapidly.

b. Threat

1) Unstable market price fluctuations

Based on the results of interviews with oyster mushroom farmers, the price of oyster mushrooms can change in just a week due to low mushroom production and high demand from consumers.

2) The raw materials for oyster mushroom growing media are difficult to obtain.

Interviews with oyster mushroom farmers revealed that sawdust, the primary raw material for mushroom growth, is extremely difficult to obtain. This poses one of the biggest threats to oyster mushroom production.

3) Oyster mushroom business competition from other farmers

Competition in the oyster mushroom business is significant, with farmers reporting that their usual prices are higher than those of other growers. This has led consumers to purchase elsewhere.

4) Weather and climate change

Weather and climate change pose a threat to fungal growth. Changes in seasonal patterns, from increasingly irregular rainy and dry seasons, can affect the fungal life cycle, making some fungi grow longer.

5) Fungal disease attack

Oyster mushrooms are highly susceptible to bacteria during cultivation. The growing medium, or oyster mushroom baglog, must be completely sterile before transferring the mushroom seedlings (F1) to the baglog to prevent disease contamination, which can cause the baglog to rot quickly, stunt or fail mycelial growth, and produce little or no mushroom fruiting bodies.

Table 4. Results of External Factor Analysis of Dua Putra's Oyster Mushroom Business

No.	External Strategy Factors	Weight	Rating	Score
	Opportunity			
1	Oyster mushrooms can be processed into derivative products	0.216	4	0.864
2	The rising trend of healthy food	0.182	3	0.546
3	Government support for business	0.205	3	0.615
4	Strategic business location and close to traditional markets	0.227	4	0.908
5	Availability of marketplace platforms and social media as a means of promotion	0.170	3	0.510
	Total	1.00		3,443
	Threat			
1	Price fluctuations in an unstable market	0.184	4	0.736
2	Raw materials for oyster mushroom media are difficult to obtain	0.250	3	0.750
3	Oyster mushroom business competition from other farmers	0.197	3	0.591
4	Weather and climate change	0.224	2	0.448
5	Fungal disease attack	0.145	2	0.290
	Total	1.00		2,815
	Opportunity-Threat Gap			0.628

Source: Processed Primary Data (2025)

The analysis results from Table 9 above show that the greatest opportunity in the Dua Putra oyster mushroom business is the strategic business location with a final score of 0.908 and oyster mushrooms can be processed into derivative products, so that not only selling raw oyster mushrooms, but also need to be

aware of business threats such as price fluctuations and difficult to obtain raw media raw materials. It can be seen that the total external factor weighting score is 0.628, obtained from the difference between the total opportunity factor score of 3.443 and the threat score of 2.815. The total opportunity and threat factor score is obtained by multiplying the weight and rating of each factor. From these results, it can be concluded that the Dua Putra oyster mushroom marketing business in Gunung Perak Village, West Sinjai District is in a positive position. With a value of 0.628, the Dua Putra oyster mushroom business is quite good at responding to opportunities but still needs to be vigilant because threats are also significant. This is in line with and supported by the findings (Aziz & Aji, 2024) which states that a healthy lifestyle influences the sales of a product using knowledge of consumer needs and market trends to develop new products that are more suited to consumer lifestyles.

It can be seen in the SWOT diagram position image below which shows the position of strengths, weaknesses, opportunities and threats of the two sons' oyster mushroom business in Gunung Perak Village, Sinjai District, Sinjai Regency.

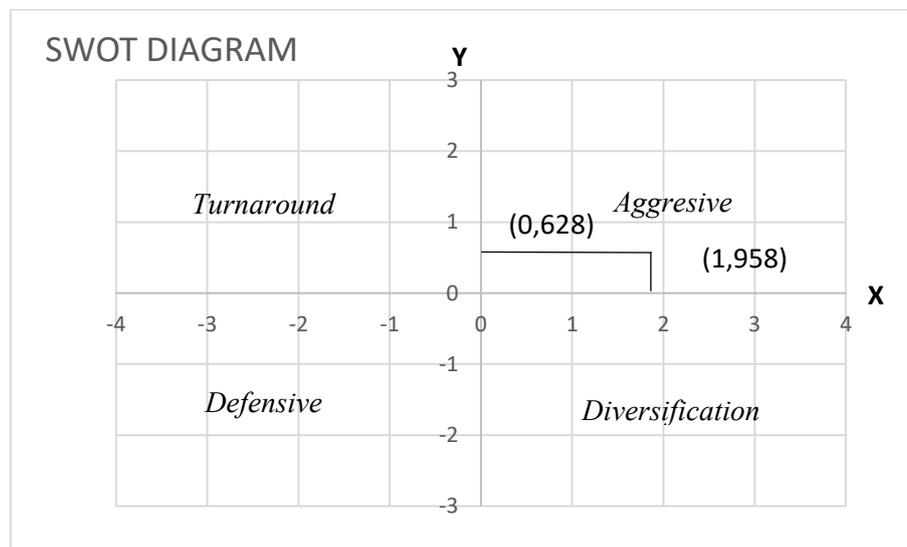


Figure 1. SWOT Analysis Diagram

The SWOT diagram should pay attention to the position of the points and the Cartesian line. The X-axis is the result of calculating the difference between the number of internal factors, namely (strengths - weaknesses). While the Y-axis is the result of calculating the difference between external factors, namely (opportunities - threats). The results of the IFAS and EFAS analysis can be seen in tables 8 and 9, where the X and Y coordinates are obtained at the point position (0.628: 1.958) and are depicted in the SWOT diagram in Figure 1. The SWOT diagram above.

Based on the SWOT analysis, the position of the Dua Putra oyster mushroom business is in quadrant I (aggressive), with an IFAS value of 1.958 and an EFAS value of 0.628. This position indicates that the business has dominant internal strengths and significant external opportunities for development. An aggressive strategy means that farmers are advised to maximize their existing strengths, such as good product quality, competitive prices, and ongoing cultivation processes, to expand the market and increase competitiveness. Steps that can be taken include developing oyster mushroom derivative products, strengthening promotions through social media, expanding distribution networks, and leveraging government support and healthy food trends. By prioritizing a proactive growth strategy, the business can strengthen its position in the local market and optimize profit potential sustainably.

SWOT Matrix Analysis

1) Increase promotions to expand the market

Until now, marketing has relied solely on direct sales to local consumers and local merchants. Promotion needs to be expanded through social media, digital marketing, and partnerships with supermarkets or modern stores to expand market reach.

2) Maintaining product quality and competitive prices

The fresh, chemical-free quality of oyster mushrooms is a key strength. This quality must be consistently maintained, coupled with competitive pricing, to maintain consumer demand.

3) Innovation of processed products based on oyster mushrooms

To capitalize on market opportunities, oyster mushrooms can be processed into derivative products such as mushroom chips, mushroom floss, or mushroom nuggets. This increases added value and opens up new market segments.

4) Expanding distribution network

Expanding distribution channels to markets outside West Sinjai District, including urban areas and high-demand regions. This can be achieved through collaboration with distributors or wholesalers.

5) Utilization of technology in marketing

Using online platforms like marketplaces and social media (Instagram, Facebook, TikTok) for promotions, ordering, and sales is crucial for reaching a wider consumer base.

6) More effective business management and administration

Improve production, financial and inventory management to be able to meet greater market demand without sacrificing quality.

7) Taking advantage of government support and training

Access assistance, training, or mentoring programs from the government and related agencies to increase production capacity and marketing skills.

Conclusion

This study aimed to formulate an appropriate marketing strategy for the Dua Putra Oyster Mushroom micro-enterprise by systematically assessing its internal capabilities and external market environment through the SWOT framework supported by IFAS and EFAS matrices. The findings reveal that the enterprise possesses dominant internal strengths, particularly high product quality, competitive pricing, production continuity, and a strategic rural location, which collectively enhance its resilience and market competitiveness. At the same time, external opportunities such as rising consumer demand for healthy food, the potential for value-added processed mushroom products, and the increasing accessibility of digital marketing platforms provide significant avenues for expansion. The quantitative strategic positioning places the business in Quadrant I of the SWOT matrix, indicating that an aggressive growth-oriented strategy is most appropriate. Therefore, the enterprise should prioritize strengthening digital promotion, diversifying products into processed forms to reduce post-harvest spoilage, and expanding distribution networks beyond the local market. Practically, these results provide a replicable strategic model for other rural micro-enterprises facing similar constraints in marketing and value-chain development. However, this study is limited by its small number of respondents and its focus on a single case enterprise, suggesting that future research should involve larger stakeholder samples, comparative studies across villages, or longitudinal evaluation of implemented strategies. In terms of policy implications, the local government is encouraged to offer targeted training and facility support and, importantly, to address the threat of limited cultivation media availability (T2) by facilitating collective procurement systems for sawdust and other raw materials. Through coordinated enterprise-level innovation and institutional support, oyster mushroom agroindustry in West Sinjai can achieve greater sustainability and contribute more effectively to rural economic development.

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