ABSTRACT

STRATEGIC FORMULATION TO INCREASE ADDED VALUE AND BUSINESS DEVELOPMENT FOR SEAWEED COMMODITY IN SINGKEP SUBDISTRICT, THE DISTRICT OF RIAU ISLANDS

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This study was carried out in relation to the problems faced by seaweed farmers/fisherman in Singkep Subdistrict who were displeased with the low selling price for their seaweed produced. Besides that, the product marketing is also facing a limited capability of buyers to accommodate their harvest products. The aims of this study were, to describe the calculation steps; to analyze the amount of added value achieved from further processing of seaweed, and to choose and to recommend the appropriate strategy to increase added value for seaweed commodity and its business development.

The study approach used a descriptive method, which was carried out by collecting data to answer the existing problems in form of a case study. The data and information obtained are processed and analyzed by conducting Added Value Analysis, SWOT Analysis and QSPM Analysis. From the analysis result, four alternative strategies were obtained: to diversify seaweed commodity; to develop a mutual partnership cooperation; to improve the role of Marine and Fisheries Services, the concerned institutions in building and developing human resources; to improve a business permit order and to develop a harmonious layout in creating a conducive business climate; and to preserve and conserve the environment. Based on prioritized strategy, the strategies recommended are: to increase added value and business development for seaweed commodity through Integrated Partnership Project (IPP) involving seaweed processing industry/exporters as nucleus, farmers/farm groups/ cooperative as plasma, and banks as credit providers, which aims to increase plasma business feasibility, to develop a mutual interaction and cooperation between nucleus and plasma, and to assist banks in increasing business credit which is more secured and efficient.