The aim of this study is to formulate an appropriate strategy for the Seed Institute of Tani Makmur, Cîhea (BBTMC), in the future, to develop agribusiness for rice seed in West Java. The method used in this study is a descriptive method in form of a case study in the future institute. The sampling technique used is a purposive sampling. The analysis conducted are investment feasibility analysis internal analysis (IFE), external analysis (EFE), industrial environment analysis, SWOT analysis and QSPM analysis.

The calculation result of financial criteria shows that the three measurement tools used display positive indicators, that is, positive value of NPV (NPV > 0), greater Net Value of B/C than 1, and greater value of IRR than current valid maximum deposit interest (20%). This means that the agribusiness for rice seed by BBTMC, seen from the financial point of view, is feasible to be developed in the future. The evaluation result of IFE and EFE matrix is the total score of 2.56 and 2.61 respectively indicating that the score is above the average (2.5). This means that BBTMC capabilities in accommodating the internal strategic factors (strengths and weaknesses) and external strategic factors (opportunities and threats) are quite good. In the matching phase for SWOT matrix, four alternative strategies to develop agribusiness for rice seed in the future are obtained by BBTMC, that is, intensive/aggressive strategy, superior quality strategy, partnership development strategy and defensive strategy. In the decision phase using QSPM matrix, the selected strategy considered to be the best for implementation by BBTMC to develop agribusiness for rice seed in West Java in the future is the partnership development strategy (with the score of 6.71).