ABSTRACT

Agribusiness Development Strategy For Primary Livestock Commodity In The City Of Bengkulu

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The aims of this study are to specify the primary livestock commodity, to identify and evaluate the factors influencing the development of primary livestock commodity, to determine the alternative strategies based on the influencing environmental factor analysis, and to determine the prioritized strategies in developing the primary livestock commodity in the City of Bengkulu. The study is conducted in the working area of Dinas Peternakan in the City of Bengkulu covering Gading Cempaka Sub district, Selebar Sub district, Teluk Segara Sub district and Muara Bangkahulu Sub distric, from January to February 2002. The MPE method results that the broiler is selected as the primary commodity. The external and internal environmental analysis shows that the existing strategies are capable of responding opportunities and minimizing external threats as well as using strengths and overcoming weaknesses in developing primary livestock commodity. Using SWOT matrix The alternative strategies to be carried out are to support the forming of breeding and feed companies, to create supportive conditions in order to invite investors from out of region, to develop a partnership system between breeders and local companies as breed and feed providers, to provide business capital with competitive interest, to develop supporting business facilities and infrastructure, to motivate and protect small and middle businesses in the livestock sector stated in the regional regulations and realized in the regional expenditure and revenue budget (APBD), to develop integrated breeders, to improve the role and function of livestock services as the regional government technical body in the livestock sector, to support policies favoring breeders/farmers, and to make effective use of the function of poultry breeders association existed in the City of Bengkulu. The development of a partnership system between breeders and the capital owners as well as the development of supportive conditions to invite investors from out of region was selected as the top priority to be implemented. The second priority is the development of supporting facilities and infrastructure as well as the development of feed and breeding companies, while the third priority is to motivate and protect the small and middle businesses in the broiler farm sector as well as to conduct integrated empowerment of the breeders.