THE STRATEGY TO DEVELOP A PARTNERSHIP SYSTEM FOR BROILER AT PT NUSANTARA UNGGAS JAYA IN THE PROVINCE OF RIAU

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The Province of Riau is a potential area for developing livestock commodities, particularly poultry, with the carrying capacity of 25 million per year. PT. Nusantara Unggas Jaya and PT. Indojava Agrinusa cooperating with the poultry breeders currently develop that potential. The effort has been carried out since 1998, with broiler as the main product, in order to provide the need of community in the Province of Riau.

This study aims at identifying the production factors influencing the production generated by the poultry breeders, comparing the effect of a partnership system implementation between partner and non-partner poultry breeders, identifying the internal and external environmental factors, and formulating an alternative strategy to develop a partnership system for broiler. There are 60 respondents of partner and non-partner poultry breeders in Pekanbaru, Kampar, and Pelalawan. The data is analyzed using Cobb-Douglas production function. In addition, an analysis of internal and external environmental factors through 10 respondents in order to determine the alternative strategy is carried out which is then analyzed with the Quantitative Strategic Planning Matrix (QSPM).

The result of this study indicates that the use of production factors has a real effect on the production, the productivity and the earnings of poultry breeders. The analysis of internal and external factors is included in the External-Internal Matrix (I-E), thus the position of PT. Nusantara Unggas Jaya is in unit II, that is, to develop and establish the strategy for product development and market penetration. From the QSPM analysis, a market penetration strategy as the selected strategy to be recommended is obtained.