ABSTRACT

Development strategies Analysis of Bogor Milk Production Cooperation

Ellan Dirgantara Tholkhah

The objectives of this study were (1) to analyze the value chain of Koperasi Produksi Susu Bogor in relation to it's internal and external condition, (2) to identify and evaluate internal and external factors that influence the development of Koperasi Produksi Susu Bogor, (3) to prioritize strategies for the development of Koperasi Produksi Susu Bogor. Kaplinsky’s Value chain approach was used to analyze Internal factors and Five Force Porter’s Model (1997) and PEST approaches were used to analyze external factors in which some aspects of Kaplinsky’s value chain was also used. The method used in this study was descriptive analysis. The analysis tools being used in this study were IFE, EFE, IE Matrix, SWOT, and AHP. The Value chain analysis showed that KPS Bogor is very dependent on PT. Indolakto, as so a, captive governance is formed. The quality of milk sold to PT. Indolakto is still low in standards, therefore the price of milk is reduced as penalty. The IE matrix showed that Koperasi Produksi Susu Bogor’s position was located in the fifth quadrant of the matrix. This indicated that the typical strategies were product development and market penetration. Based on the result of the SWOT analysis, six development strategies were formulated. The strategies are, in order of AHP, 1) Integrated Supervision, 2) Optimization and of district coordination, 3) Alliance partnership with milk processing industry 4) Periodical meeting with stakeholders, 5) Investment promotion 6) Product development, whereas three priority actors were Koperasi Susu Bogor, Union of Indonesian Dairy Cooperatives Dairy processing industry.

Keyword : Development strategies, Milk Cooperatives, Value chain, IFE, EFE, SWOT, AHP, Case Study