A STUDY OF MANAGEMENT OF TECHNOLOGY OF BREEDING RICE SEED BUSINESS
(A Case Study at Group of Farmer of Breeding Rice Seed in Sawahlunto/Sijunjung Regency –West Sumatera)
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The purpose of this study is determine of technology strategy and business strategy to the develop group of farmer of breeding rice seed capability in standard seed production. The method use in this study is a descriptive method in form of case study at group of farmer of breeding rice seed in Sawahlunto/Sijunjung Regency –West Sumatera. The respondents are farmer of rice seed and expert. The analysis conducted are road map analysis, management of technology analysis, financial feasibility, sensitivity analysis and cost of production analysis.

The result of road map analysis shows that the factors in breeding rice seed by group of farmer are appropriate with requirements. Technology transformation indicators shows that technoware facility is manual facilities until powered facilities. The humanware capability is operating capabilities until setting capabilities. The Infoware capability is familiarizing facts until describing facts. And the orgaware capability is striving framework until tie-up framework. The technology capability indicators shows that capability of group of farmer low more than the same business until equal with the same business in West Sumatera. The calculation result of financial criteria shows that the three measurement tools used display positive indicators, that is positive value of NPV, greater Net Value of B/C than 1, and greater value of IRR than current valid maximum deposit interest (5.75%), such as the sensitivity analysis that is 5.06% increase of cost and 5% decrease of sales. The sensitivity analysis that is Rp.2,200,-/Kg of price, this business is not feasible to be developed in the future. The calculation result of rice seed cost of production is Rp. 1,299.75 / Kg. Technology strategy and business strategy integration for group of farmer of breeding rice seed that is technology extender strategy and price leadership strategy. In the future this strategy improvement to quality leadership strategy.