ABSTRACT

Technology Formulation Strategy of Cocnut Oil Agroindustry of North Halmahera Regency

Rena Da Frina

This study was carried out to identify the strategic factors that determine the success of cocnut oil agroindustry of North Halmahera Regency, to formulate some alternative strategies based on strategic factors both internal and external that influence the cocnut oil agroindustry, to decide and to recommend the best strategy that was required in order to enhance the role of cocnut as of the leading commodity in North Halmahera Regency. The descriptive method used by means of survey research through interviews and questioners. The sampling technique for strategic factors for both internal and external was purposive sampling as well as QSPM analysis. Weighting technique was used to measure the influence both internal and external factors, and SWOT analysis was done to formulate alternative strategies depend on factors influencing the strategy. There are ten choices of alternative strategy resulted in this thesis by using SWOT analysis. Finally, this result the QSPM analysis, in which the priority of strategy was decided by calculating the value of Total Attractiveness Score (TAS) for each strategy. The final results showed that the priority of strategy which had the highest TAS value (7.13) is to raising in an effort to establish innovation and technology break throughs of processing cocnut oil tree that have assured qualities.