ABSTRACT

MARINA NOOR PRATHIVI. Strategy of Food Consumption Diversification Towards Food Dietary Patterns in 2015 in Jambi. Under direction of RIZAL SYARIEF and AGUS MAULANA

The purpose of this study were (1) to analyze the external and internal strategic factors that influence the diversification of food consumption in Jambi, (2) to formulate recommendations on a strategy to diversify of food consumption in Jambi, and (3) to formulate the action plan to diversify of food consumption in Jambi. In this study, internal and external respondents consisted of food security council and food security experts in Jambi. IFE-EFE analysis, SWOT analysis and AHP analysis were used for descriptive analysis.

The results showed that IFE matrix score was 2,518 and EFE matrix score was 2,76. The SWOT analysis results obtained were as follows: S-O strategies that (1) Optimalization the role of food security council in Jambi and (2) Strengthen human resource capacity of civil servants in Jambi. W-O strategies that (1) ensuring food supply in Jambi and (2) development of indigenous food processing group. S-T strategy that community movement based on nutritionally balanced and safe food. W-T strategy that integration of food security SPM in RPJMD and strategic plan of local government in Jambi. AHP analysis showed that strategic priorities to diversify food consumption in Jambi was development of indigenous food processing group and the ultimate goal priorities was to increase people’s income in Jambi.

Keywords: diversification of food consumption, food dietary patterns, food security, IFE-EFE analysis, SWOT analysis, AHP analysis,