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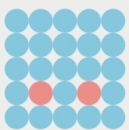
ABSTRACT

MUHAMMAD FAUZANUL HAKIM ABDURRAHIM. Analysis Strategy for Development in Balai Penelitian Bioteknologi Perkebunan Indonesia. Under direction of ARIEF DARYANTO and RITA NURMALINA.

The purpose of this study were to identify and review external and internal factors influencing Balai Penelitian Bioteknologi Perkebunan Indonesia (BPBPI) in achieving its vision and mission, to set up alternative development strategies in BPBPI and to formulate priority strategies for development of BPBPI. Descriptive analysis method were used in this study is. The analysis tools being used in this study were environmental analysis, internal factor evaluation, external factor evaluation, internal external matrix (IE), strengths weaknesses opportunities threats (SWOT) and combination of analytical hierarchy process (AHP) and SWOT (AWOT). Using IE Matrix, the company were indicated to be in the position of Quadrant V, which is 'hold and maintain' position with general strategy is market penetration and product development. Based on the results of SWOT analysis, were identified six alternative strategies that can be recommended in the development BPBPI is (1) Market penetration strategy through development new products and improved distribution network, (2) Finding an alternative sources of new organic raw materials and cheap as well has a lots availability, (3) Improvement on BPBPI's products promotional strategy through road show to consumers in periodical, (4) Strategy optimization experimental farm through planting excellence seeds, (5) Conducting strategic research to generating unique products and has a high value selling as well broad market, (6) Improve welfare expert for the creation of conducive working atmosphere. Priority strategy with highest total efficiency values (18,15%) obtained from AWOT were conducting strategic research to generating unique products and has a high value selling as well broad market.

Keywords: Development Strategy, BPBPI, AWOT.

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