SUMMARY

DESTINAL ARMUNANTO. 2013. Beef Cattle Development Strategy Through Partnership at PT Great Giant Livestock Company. Under the guidance of BUNASOR SANIM and KIRBRANDOKO.

Beef cattle business is minimal risk business because cattle are more resistant to disease than other livestock such as poultry. Beef cattle business is a business that generates huge profits and little risk or business that has the character of low risk return high. The big advantage of beef cattle business because of high prices and demand for beef.

One of the companies that run the cattle business is PT. Great Giant Livestock Company (PT GGLC). PT GGLC in running its business, beside to conduct beef cattle business in its own farm, it also conduct a cooperation through a partnership with partner breeders namely Nucleus Plasma Partnership Program (PIR). In the program, PT GGLC as the core and small farmers as plasma. Nucleus Plasma Partnership Program (PIR) consists of two kinds, namely Food Security Credit (FSC) PIR and Self Financing PIR. FSC PIR is a partnership program in which all capital ranging from procurement of small cow and its feed are provided by banks, facilitated by the company, whereas at the self-financing PIR only the small cattle supplied by the plasma. To date the PIR program running is self-financing PIR.

This study has the objective to analyze priorities of beef cattle development through partnerships at PT GGLC, as well as to identify and analyze the factors that influence the development of beef cattle through partnerships. In addition, this study also aims to formulate some strategic alternatives and to recommend the key strategies for beef cattle development through partnership at PT GGLC. The method used is descriptive method of research through surveys, for the sampling method used was purposive sampling method. Analysis tool used is the analysis of the Internal Factor Evaluation (IFE), the analysis of External Factor Evaluation (EFE), SWOT analysis, and QSPM analysis. Determination of the main strategies undertaken by QSPM analysis.

Based on the SWOT matrix analysis were obtained several alternative strategies, namely: (1) increasing the number of cows that through partnership from 6 to 10 tails for each partner, (2) increasing the interest of farmers to be partners, (3) providing venture capital for partner farmers, (4) optimizing the use of cattle feed to increase weight, (5) improving education, training and supervision, (6) the development of cattle breeding (breeding), (7) to cooperate with cattle suppliers, (8) providing medicines and vaccines for cattle regularly.

For QSPM analysis, it has been obtained top priority strategy that can be implemented in the development of beef cattle through partnerships at PT GGLC i.e. increasing the number of cows that through partnership from 6 to 10 tails for each partner and increasing the interest of farmers to become partners. Such priority strategy is supported by the availability of agribusiness subsistence in the development of cattle through a partnership from upstream to downstream subsystems, as well as supporting services.
To implement the main strategy that still requires a long time and still face existing obstacles by considering the number of strategic problems in cattle. Something that becomes the major drawback in the development of beef cattle through partnerships at PT GGLC is the difficulties of small cattle supply, partners’ education that is still low, restricted cows through partnership, unavailability of beef breeding (breeding) by the partners, and the lack of supervision to partners. In addition, there is the threat faced in realizing the main strategies that are less conducive security conditions, limited partner capital, infectious diseases, low interest of farmers to become partners, and relatively large number of productive cows butchering.

Besides having weaknesses and threats, the development of beef cattle through partnerships at PT GGLC also has good prospects because it has the power that can be used to cover up the weaknesses namely the availability of abundant food good carrying capacity of land, availability of medicines/vaccines, good farm conditions, and competent counselor (PPL). Besides such strengths, there are opportunities that support the existence of supportive government policies, public consumption always increases for beef, high beef prices, wide open markets, and the development of technologies that support the development of beef cattle.

Key words: Strategy, Partnership, Beef Cow, Agribusiness.