ABSTRACT

The Planning Strategy of Developmental Crop Agriculture (Pengembangan Pertanian Tanaman Pangan (PPTP)) in East Aceh Regency

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The purpose of this study are (a) discover the superior crops which is prioritized to develop in East Aceh Regency, (b) analyze the factors that influence the PPTP’s strategy in East Aceh Regency, (c) making up the alternative strategy of PPTP in East Aceh Regency, and (d) formulate selected priority strategy to develop PPTP in East Aceh Regency. The method used in this study is descriptive analysis. The technique to choose the superior crops is Exponential Comparison Method. Next steps are IFE – EFE, SWOT, and QSPM Analysis. The results of SWOT analysis are a) raising crops production by area utilization and land compatibility in East Aceh; b) raising the coordination between all stakeholders in utilized the natural resources to increase the crops subsector’s competitiveness; c) raising human resources by training, and apprentice program to increase the motivation of PPTP’s human resources; and d) assembling the continuity partnership system by concerned official. The priority strategy got from QSPM analysis is raising human resources of PPTP by training, and apprentice program in increase the motivation, mastery technology and managerial capability of PPTP’s human resources.

Keyword : Strategy Planning, Crop Agriculture, IFE, EFE, SWOT, QSPM, East Aceh Regency