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MB-IPB

Program Pascasarjana Manajemen dan Bisnis
Institut Pertanian Bogor

ABSTRACT

The Strategy of Indonesian Seaweed Business Development for International Market

Reni Pratiwi

The aims of this research was to identify and to decide the factors, actors, purposes, strategy alternatives, and also to decide the priority of strategy in order to develop Indonesian seaweed business for international market. The tool of analysis in this research is Analytical Hierarchy Process (AHP) Method, which using expert choice's perception that understand to this research object, not only the policies but also the operationalities. According to the result of research, the factors that identified are product quality, networking, value added and trade barriers. The actors are central government, local government, businessmen, and also researchers. The objectives consist of to improve community welfare and also to meet the need of domestic industry. The strategy alternative based on the result of this research are compliance with standard, promotion and cooperation improvement, processing industry development, and also the trade regulation. According to importance assessment of each element using Expert Choice, the prime priority strategy is the processing industry development (0,324), that follow the trade regulation (0,245), the quality product improvement (0,221), and the promotion and cooperation improvement (0,210).

Keywords : Strategy, Seaweed, Analytical Hierarchy Process, International Market

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