The Strategic Planning of Livestock Agribusiness Development on Beef Cattle in Nusa Tenggara Timur Province

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Agribusiness development is one of the local development policies that potential to integrate economic sector development and regional development. Agribusiness is a new paradigm of agricultural based economic development, include livestock. The objectives of this research were: 1) to study the performance result of livestock development in Nusa Tenggara Timur Province; 2) to identify and to analyze the internal and external factors that strategic affect to the livestock agribusiness development on beef cattle in Nusa Tenggara Timur Province; 3) to formulate alternative strategies for developing livestock agribusiness on beef cattle in Nusa Tenggara Timur Province; and 4) to recommend the development strategies for considered in livestock agribusiness development on beef cattle based on its priority. The study was done in Nusa Tenggara Timur Province from September to November 2009. The analysis of this research used surveys, direct observations, interviews, and questionnaires. Two tools of analysis were used namely the livestock development performance studies and IFE-EFE to sum-up and evaluate the main strengths and weaknesses as well as opportunities and threats within a certain conditions. Results of this analysis were used as a basic variable for identifying the status of the research object. SWOT analysis was used to formulate the matrix SWOT. Results of the QSPM shows that four alternatives of strategies were prioritized, namely: 1) The Development of Livestock Resources Strategy, 2) The Optimization of Village Breeding Centre Strategy, 3) The Improvement of Livestock Management Strategy, and 4) The Improvement of Partnership Cooperation and Livestock Resources Securing. Human resources development is one of the propositions to maintain beef cattle or livestock development in Nusa Tenggara Province, as well as to integrate project from downstream to upstream of agribusiness system.

Keyword: strategic planning, agribusiness, livestock, beef cattle, IFE, EFE, SWOT, QSPM, NTT Province.