ABSTRACT

Study of Development Strategy of Cattle Breeding at Lamandau Regency, Middle Kalimantan Province

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The study aims to identify and evaluate both internal and external factors that influence cattle breeding industry, to formulate development strategy that could be applied in the Center Cattle Breeding, to set the main strategy in cattle breeding development, also the priority strategy could be done in Center Cattle Breeding respectively. The study was conducted using the descriptive methods in addition to collecting identify cattle breeding development problems at Lamandau regency by using primary and secondary data, then analize with IFE, EFE, TOWS matrix and QSPM approach. The SWOT analysis showed four strategy, there were: First, the strategy of center for cattle breeding development which integrated to agriculture and plantation area; Second, the strategy of cheap feeds innovation development based on local resources and contagion disease handling; Third, the strategy of human resource skill improvement in collaboration with center for research and development; Fourth, implementation of the strategy of policy to protect productive female. According to the QSPM analysis, the prioritized strategy was the strategy of human resource skill improvement in collaboration with center for research and development.