ABSTRACT

The Development Strategy of Beef Cattle Through Agribusiness Insight in Aceh Province

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The livestock sub sector development is a part of the agricultural development, where this sub sector has a strategic value in the fulfillments of human need that increases steadily along with the increasing of the Indonesian citizen, the increasing of income per capita, and the community life standard. One of the livestock leading commodity, which has a great potential to be developed in the Province Aceh, is beef cattle.

The main objectives of this research are to analyze the development strategy of livestock implemented in the Province of Aceh, identify and analyze the factors that are involved, which from a determinant of beef cattle development through agribusiness insight. Furthermore, this research was aimed to arrange alternative strategy, and recommend its priority to the Animal Husbandry of Aceh Province. The research method used was descriptive method by means of survey research, and the sampling technique used was non-probability technique trough purposive sampling. The analysis tool used were Internal Factor Evaluation (IFE) analysis, External Factor Evaluation (EFE) analysis, SWOT analysis, and QSPM analysis.

The analyze result by using the SWOT matrix, identificated the alternative strategy that can be implemented in development of Beef Cattle in Aceh Province, that is: (a) Development of beef cattle business through implementation the integrated farming area (cluster) that supported by subsystems availability in agribusiness of beef cattle from the upstream subsystem to downstream subsystem and support services; (b) coordination increase with all of the related part (stakeholders) in exploit the nature resource, development of technology and information and number of households that many breeders to improve the competitiveness of beef cattle farms; (c) improvement of livestock human resources (breeder, instructor, inseminator, paramedics) through the pattern of the guidance breeders group, training, internships, study appeal in an effort to improve motivation, the ability of appropriate technology control and management from the livestock human resources; (d) implementation of partnership beef cattle business pattern that sustainable and controlled well by Animal Husbandry of Aceh Province districts.

Determine of strategy priority that done by QSPM analyze, obtained the strategy that has the main priority that can be implemented in development of beef cattle agribusiness conception; development of beef cattle business through the implementation of the integrated farming area (cluster) that supported by subsystems availability in agribusiness of beef cattle from the upstream subsystem to downstream subsystem and support services.

Keywords: strategy, beef cattle, agribusiness, analyze of IFE, EFE, SWOT, QSPM, Aceh Province