SUMMARY

Strategy to increase agricultural instructor performance for agribusiness development in the county of Banyuwangi. Supervised by H MUSA HUBEIS and MUKSIN

The existence of agribusiness in Banyuwangi is more growing with the participation of agricultural instructor. It plays an important role as a source of information for farmers. Therefore, strategies are needed to measure its performance, especially there is a difference organizing between central and local governments in the present. It is suitable to PP-RI clause 8, regulation number 16 at 2006. It is about institutional system to arrangement of the instructor that existed on subsection (1), point c. It is called as instructor implementing agency at regency level. In other part, it is caused by the higher of the demands of society and the needs of farmers. The farmers are need some information and new technology as the current condition, therefore increasing the farmer ability is so important. In addition, the demands of the task and responsibility of the agricultural instructor is not matched by the number of agricultural instructor.

The objective of this research is analyzing the influence factors to performance of the agricultural instructor in Banyuwangi agribusiness. Internal and External methods, Strengths, Weaknesses, Opportunities, Threats, and Quantitative Strategic Planning Matrix are the methods to know the strategy to increase performance of the agricultural instructor.

The experimental results are showing that strength factor is suitability of salary, the weaknesses factor is lack of information technology capabilities of agricultural instructor, opportunities factor is a interested as agricultural instructor, threats factor is lack of agricultural instructor as civil servants. For all, the priority strategy to increase performance of the agricultural instructor is periodically monitoring its performance.

Keywords: Strategy, performance of the agricultural instructor, agribusiness development.