ABSTRACT
AGRIBUSINESS DEVELOPMENT STRATEGY
OF RUBBER IN SIAK REGENCY
OF RIAU PROVINCE

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This research was purposed to identify the strategic factors that determine the success of agribusiness development for rubber as one of leading commodity in Siak, to formulate some of alternative strategies based on strategic factors both internal and external that influence the agribusiness development of rubber as one of leading commodity in Siak Regency of Riau Province, to decide and recommend the best strategy that required in order to enhance the role of rubber as one of leading commodity in Siak Regency of Riau Province. The descriptive method used by mean of survey research through interviews and questioners. The sampling technique for strategic factors both internal and external was purposive sampling as well as QSPM analysis. Weighting technique was used to measure the influence both internal and external factors, and SWOT analysis was purposed to formulate alternative strategies depend on factors were influenced the strategy. Ten choices of alternative strategy were resulted in this research by using SWOT analysis. Finally, through the QSPM analysis, the priority of strategies was decided by calculating the value of Total Attractiveness Score (TAS) for each strategy. And the final result showed that the first priority of strategy which had the highest TAS value (7,365) is “to build partnership in farm management, fund, science, technology and industry to respond the demand of rubber”.