SUMMARY

ASMAUL KHUSNA. The Development Strategy of Beef Cattle Agribusiness in Bondowoso Regency. Supervised by HENY KUSWANTI DARYANTO and MERRY MUSBIPA DYAH UTAMI

Bondowoso regency has a primary program to become the center of beef cattle to increase the national of beef supply. The fulfillment of beef supply can be achieved by agribusiness development strategy in Bondowoso regency. This study has three main objectives that include the following: a) identify the external and internal factors that affect the development agribusiness of beef cattle in Bondowoso Regency; b) analyze the alternative strategies for improving agribusiness of beef cattle in Bondowoso Regency; c) determine strategies priorities that can be applied in development agribusiness of beef cattle in Bondowoso Regency. This study has limited aspect, only to formulate strategies priorities that can be applied in development agribusiness of beef cattle in Bondowoso Regency.

The method which used in this study was descriptive analysis. Sampling method used purposive sampling. The data which is used in this study are primary and secondary data, collected from interviews with the respondents. This research method were : (1) internal and external analysis using the method analysis of IFE (Internal Factor Evaluation), EFE (External Factor Evaluation), SWOT and QSPM (Quantitative Strategies Planning Matrix).

The IFE results showed that the main strength was the availability of semen, both quality and productivity (0.365) and the main weakness was managerial ability (0.058). EFE results showed that the main opportunity was the increasing of the price of meet (0.733) and the main threat was government rules of meat import (0.450). The agribusiness of beef cattle in the position of quadrant V which is means hold and maintain. Based on SWOT matrix analysis there are five alternative strategies: the integration between agribusiness sub system, the strategy to increase the number of the population, training in managerial and technology, increasing the quantity and the quality of production. The strategy priority were used QSPM (Quantitative Strategies Planning Matrix) analysis was the integration on agribusiness sub system (15.616).

Keywords: agribusiness, beef cattle, IE, QSPM, SWOT.