The aim of this study is to formulate an appropriate strategy for the certified rice seed at Department of Agriculture and Animal Husbandry, in the future, to develop certified rice seed in East Lombok Regency. The internal factor evaluation (IFE) and external factor evaluation (EFE) matrix were used to identify and analyze the influence factor, and to determine the development of certified rice seed. SWOT matrix was used to identify various alternative strategies that can be used, and QSPM matrix was used to determine the strategy that becomes the priority for the development of rice seed at Department of Agriculture and Animal Husbandry East Lombok Regency.

The alternative strategies that can be used in the development of certified rice seed were 1) increasing rice seed production by business partner 2) increasing product quality by research and development technology of rice seed 3) increasing the service quality 4) increasing coordination with relating institute 5) optimizing information system to improve marketing and delivery system 6) increasing the function of association for rice seed breeding.

From the QSPM analysis, the selected strategy considered to be the best for implementation by Department of Agriculture and Animal Husbandry East Lombok Regency is increasing certified rice seed product by business partner in East Lombok Regency in the future.