ABSTRACT

Strategy Analyses On Developing Seeded Commodity Of Agribusiness In Dompu Regency, West Nusatenggara Province

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This study has been carried out in Dompu Regency, West Nusatenggara Province for three months, from November 2004 up to January 2005. This study using descriptive method. The data used consisted of primary as well as secondary source of data. Analyses tool which have been used in this study are Location Quotient (LQ) to identify basis sector, Exponential Comparative Method to identify seeded commodity, Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) to analyse internal as well as external factors, SWOT analyse to get alternative strategy and QSPM analyse to determine priority strategy.

The aim of this this study are (1) to identify seeded commodity of agribusiness in Dompu Regency; (2) to analyse internal as well as external strategic factors determining the success of seeded commodity development in agribusiness in Dompu Regency; (3) to determine strategic priority to develop seeded commodity of agribusiness in Dompu Regency.

The results of this study are: (1) in formulating development policy with agribusiness orientation, the government of Dompu Regency should refer to develop priority subsector, namely Foodcrops and Horticulture subsectors with soybean commodity primarily, and Fishery subsector with shrimp commodity, and Forestry subsector with teakwood tree. (2) Strategic priority in developing agribusiness with soybean commodity is Development Strategy of Regional Center for Soybean Production, Strategic priority in developing agribusiness with shrimp commodity is Partnership Development Strategy, and Strategic priority in developing agribusiness with teakwood commodity is increasing strategy on control and supervision quality.