SUMMARY

DRISKA NURIZIZAH FASYAH. Strategy Formulation to Improve Competitiveness of the Superior Product of Small Medium Agro Industries in Bogor District. Supervised by HENY K. DARYANTO and GENDUT SUPRAYITNO.

Enterprise structure in Bogor District shows that 99.84% small medium scale enterprises play an important role in economic growth. This district has high competitiveness if supported by the advantages of natural resources or economic activities based on manufacturing. Therefore, agro sector of small medium industries which has 28.09% contribution of PDRB from 9 sectors is potential to be developed. According to Ministry of Internal Affairs Regulation Number 9 in 2014, the superior products produced by small medium enterprises with potential local resources will increase competitiveness of the economic power. Bogor District has 40 sub-districts which have different local resources. On the other side, small medium industries still have problems in developing their business.

The purposes of this research are: (1) to find the most potential product to be a superior product of small medium agro industries in Bogor District, (2) to find the most potential sub-district for developing the superior product of small medium agro industries in Bogor District and, (3) to design some strategies for increasing the competitiveness of the superior product of small medium agro industries in Bogor District. The study was conducted by using in-depth interview, questionnaire with experts, and secondary data. This research applied Analytical Hierarchy Process (AHP), Exponential Comparative Method (MPE), Bayes, Diamond Model and SWOT Matrix.

The result of MPE method shows that the most potential product as the superior product of small medium agro industries sector in Bogor District is Nutmeg Juice. Nutmeg juice utilizes local characteristics and resources. According to Bayes method analysis, the sub-district that has nutmeg juice with adequate resources is Tamansari Sub-district. Competitiveness result shows that competitiveness of the superior product is satisfying based on Diamond Model factors. It becomes a reference to design strategy with SWOT matrix. The results include 11 strategies that prioritized by total score. The first priority strategy include improving promotion from local to national scale, then improving cooperation with research institutes, improving market information, improving cooperation relationship with suppliers, improving technologies to increase efficiency, maintaining quality and product taste, training of business management, doing comparative studies, creating nutmeg juice business associations, improving and adding the production facilities, and the last priority strategy include improving activities of small medium industry forums.

Key word: agro sector, competitiveness, superior product, small medium industries