SUMMARY

MARSHA EDNISA RAMADHANI. Strategic Development Analysis of Business and Economic Empowerment Family Group (KUPEK) Assolahiyah. Supervised by RIZAL SYARIEF and AGUS MAULANA.

Economic problems always been a major problem in the communities. This can be seen by the increasing number of poverty in Indonesia, especially in rural areas (Sunyoto 2004). These conditions encourage the government to create a policy oriented to community empowerment to alleviate poverty. Micro Small Enterprises (UMK) is the community economic activities that is considered to increase the rate of economic growth. The role of SMEs in the Indonesian economy is very important and provitable to increase the Gross Domestic Product (GDP) to improve the Indonesian economy. In addition, with the large number of workers absorbed by the SME sector, it is expected to improve per capita income of the community and as well as increase equity people income to alleviate poverty. Cilamaya Kulon is one of the rice producer districts in Karawang. In this region is also growing microenterprises. Problems microenterprises in the region is the quality of human resources, limited market access, poor quality of product, limited access to capital (Firmansyah et al. 2016). Base on these problems, Assolahiyah Institute in cooperation with PT Pertamina EP Asset 3 Subang Field and CARE LPPM IPB initiative to form business and economic empowerment family group (KUPEK) Assolahiyah.

This research has three objectives i.e analyze the internal and external factors that become the determinants of the strengths, weaknesses, opportunities and threats of KUPEK Assolahiyah, to analyze the most important sub-factors of determinants of strength, weakness, opportunities and threats to KUPEK Assolahiyah, and to formulate alternative strategies for the development of KUPEK Assolahiyah. The research method used is descriptive analysis, SWOT analysis and SWOT-AHP combined analysis. The data utilized in this study were primary and secondary data obtained through FGD, interview, questionnaire and observation. The sampling technique was determined purposively by using purposive sampling.

The result of identification of internal factors (strength and weakness) in KUPEK Assolahiyah are commitment of adequate management, facilities and infrastructure, KUPEK already known and trusted, limited professional and full time personnel who accompany SMEs, limited marketing workforce of KUPEK products, and administrative management that not regularly. External factors that exist in KUPEK Assolahiyah are development of information and technology, has a partnership ABG-C, support from CSR PT Pertamina EP Asset 3 Subang Field, government support for the development of MSEs, the rapid transfer of technology from outside, and competition in marketing similar products with products that are members of KUPEK.

Weighting at the factor level produces the highest weight of the strength with a value of 0.395 with subfactors of commitment from the manager to the sustainability of KUPEK which has the greatest weight value. Then followed by an opportunity with a value of 0.312 with subfactors of government support for the development of MSEs that have the greatest weight value, weakness with a
value of 0.149 with subfaktor minimal professional staff and full time to assist MSEs as subfactors that have the greatest weighting value in the group of weakness factors. And threats with a value of 0.144 with a subfactor of competition in marketing of similar products as the main threat to be overcome.

Based on the results of SWOT-AHP, five alternative strategies for organizational development in increasing the income of KUPEK members are (1) promotion and cooperation promotion strategy (weight = 0.266); (2) human resource development strategy (weight = 0.213); (3) IT and social media utilization strategy as a medium to provide assistance (weight = 0.200); (4) strategies to train and recruit professionals to assist MSEs (weight = 0.197); And (5) strategy to maintain the quality of KUPEK product quality (weight = 0.125).

Keywords: strategic development analysis, KUPEK, SWOT-AHP, small and micro businesses