INDRI JULIYANTI. Analysis of Quail Cultivation Partnership Strategy. Case of CV Slamet Quail Farm. Supervised by RIZAL SYARIEF and HARIANTO.

The livestock subsector is divided into two groups, namely ruminants and poultry. Poultry population on a national scale has increased every year from 2013 to 2017, especially in quail populations. At present the quail cultivation business is still empowered by UMKM farmers. One of the UMKM engaged in quail cultivation livestock is CV Slamet Quail Farm (CV SQF). The company has a partnership group in the quail cultivation business. The increase in quail egg production was not matched by an increase in consumption being a problem faced by the company, because until now the company has not been able to meet customer needs. This is due to the number of quail livestock populations and the number of quail farmers who are not as many as other poultry farmers. The research objective is to analyze the business model conducted by the company, analyze and map the role of each stakeholder of the CV SQF company, develop a business model for the improvement of CV SQF in the future, and analyze the benefits obtained by partner farmers and independently.

Based on the results of the study, CV SQF has two business models that are run, namely the partnership program business model and the quail cultivation business model. CV SQF has several obstacles in running both of its current business models. Stakeholders involved in the CV SQF business process are divided into two, namely suppliers and consumer stakeholders. Supplier stakeholders are in the communicate and engage category. Consumer stakeholders are in the inform, communicate and engage categories. Based on the results of the improvement of the nine elements of the partnership program business model, the company can improve the material in the partnership program curriculum according to the needs of farmers, using e-learning to reduce constraints, and create non-formal activities to improve relationships. The results of the improvement of nine elements in the Quail Quail cultivation business model of the company can improve key activities in product distribution and egg sorting, data base repair, addition of value propositions in the form of factory feed, use of online media in marketing channels, and optimization of key resources.

Based on the results of the calculation of investment analysis, the level of profit gained in the quail cultivation business in the partnership pattern is more profitable than the independent pattern. The partnership pattern in the quail cultivation business offered by CV SQF can provide added value to partner farmers so that farmers can reduce losses and get greater profits. Based on the results of sensitivity analysis using switching values in partnership patterns and independent patterns it can be concluded that the quail cultivation business is more sensitive to changes in selling prices and the amount of egg production compared to changes in feed prices.

Keywords: business model, investment analysis, stakeholder engagement