SUMMARY

RAQSI FAUZAN ROSADE. Strategy to Improve the Competitiveness of Local Cattle Non-Carcass Company (Case Study: CV Multi Jaya Mandiri Bogor). Supervised by ARIEF DARYANTO and SITI JAHROH.

One of the companies involved in non-carcass providers in Bogor is CV Multi Jaya Mandiri (MJM). This company is engaged in the storage, distribution and marketing of beef offal. CV MJM cooperates with PT Elders Company which is located at campus of IPB Dramaga Bogor. The competition between the similar companies both local producers or frozen meat and non-carcass importing companies has triggered the increase of fierce competition in West Java. The largest cattle non-carcass consumption is in West Java and DKI Jakarta. The aim of this study are: 1) knowing the factors that affect the competitiveness of local non-carcass cattle businesses, 2) identifying internal and external factors that influence business development in CV MJM, 3) formulating strategies based on internal and external factors that are owned by CV MJM, and 4) to determine priority strategies to improve the competitiveness of CV MJM. The methods used are Porter Diamond theory, Internal and External Environment Analysis, Internal-External (IE) matrix based analysis, Strength-Weakness-Opportunity-Threat (SWOT) matrix, and ANP. Data obtained through interviews and expert assessments. Research has been carried out from January to March 2018.

The results of an external expert assessment on the Porter Diamond factor, that affects the competitiveness of non-carcass industries are the ability of domestic non-carcass suppliers, science and technology resources, consumer preferences and tastes, the presence of local traditional markets, and the role of government in shaping local demand conditions.

Based on the determination of SWOT on CV MJM, the main strength of the CV MJM is the company's image and good product. While the main weakness is due to the unavailability of marketing personnel to get new customers. The total score of (2,70) shows that the internal conditions of CV MJM are quite strong. The factor that becomes main opportunity for CV MJM is a Processed food consumption continues to rise. Where as the main threat to CV MJM is there are The emergence of competitors with large production capacity. The total score of external factors is (3,24) which means that CV MJM already has the ability to respond to external factors by taking advantage of opportunities and avoiding or facing threats.

There are five alternative strategies generated from the SWOT Matrix which can be a reference for companies in increasing their competitiveness based on selected priorities from the ANP analysis of the company. The chosen strategy is giving special treatment to consumers before and after purchase.

Key words: ANP, competitiveness advantages, environment analysis