DARMI. Seaweed Business Development Strategy in Buton Regency, Southeast Sulawesi. Supervised by ROKHANI HASBULLAH and SITI JAHROH.

Seaweed is a huge resource in Indonesia which is a potential to be developed. This shows that the great potential of seaweed in Indonesia to be developed and become a superior product of Indonesian export commodities is very important. Southeast Sulawesi Province has one province that has lower seaweed production than other provinces in Sulawesi. Nevertheless, this province has the widest land area of 54,770 hectares.

Buton Regency is one of the districts in Southeast Sulawesi which has a very high potential for seaweed development, which is 9,825 hectares, but until 2016 this is much lower if you see the potential for development carried out by the local government. Thus it is very important to develop a seaweed business strategy in Buton Regency. This study aims to 1) Factors influence the development of seaweed business in Buton Regency; 2) Alternative strategies for developing seaweed business in Buton Regency; 3) Priority strategies and managerial implications for enhancing seaweed business development in Buton Regency.

Research methods were using Internal Factor Evaluation Matrix (IFE) and External Factor Evaluation Matrix (EFE), SWOT Matrix, and QSPM Matrix. Total respondent of this research is 5 respondents, conducted with interview in February 2018. IFE/EFE Matrix result showed factors influence the development of seaweed business consists of the main strength factor that are superior cultivation commodities, the main weakness factor of not been able to fulfil the demand, the main opportunity factor from big market demand, and the main threat factor of ice-ice disease. The results of the SWOT Matrix in this study resulted in 8 alternative strategies, those are 1) Expansion of seaweed cultivation area; 2) Increasing institutional role in each stakeholder of seaweed (farmers, distribution, marketing and government); 3) Strengthening the market price strategy; 4) Enhancement of productivity, quality, and competitiveness of seaweed; 5) Intensive government participation in HR development, guidance and training; 6) Evaluation and analysis of risk management of seaweed cultivation in Buton Regency; 7) Application of appropriate technology, in improving risk management of seaweed cultivation; and 8) Improvement of infrastructure and system implementation of seaweed industry in Buton Regency.

Decision making in this study was using the Quantitative Planning Matrix Strategy (QSPM) that showed alternative seaweed business development strategies that have the highest priority is a strategy to expand the area of seaweed cultivation, so that with the expanded area of seaweed cultivation, seaweed production is expected to increase.

Keywords: superior commodities, priority strategy, QSPM