ABSTRACT

STRATEGY DEVELOPMENT OF PAPAIN AGRIBUSINESS
IN BOGOR AREA
(A Case Study KUB Agropaptin)

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Now a days, the usage of papain in many industrial estate grow up both in type either in volume. The Enzym Papain which is made from the latex of Papaya used in many industry like meat processing, chemical and leather industry, etc. In pharmaceutical industry especially in producing the vaccine and the medicine for external usage, the usage of Enzym Papain as the proteolitic enzym can't be replace by enzym extracted from another plants like Enzym Bromelain produce from pineapple plants, Enzym Flcin produced from the casuarina thee. Those enzym last listed above can be used to replace the function of Enzym Papain except in pharmaceutical disparity between demand and supply of the industry but with lower capacity.

According to the Quenum data, the demands of papain is about 1000 metric ton in a year while the world production till now is reach 900 metric ton per year, so that there is a great disparity between demand and supply of the papain.

Indonesia as the fourth greatest producer of papaya in the world with the production average is 400 metric ton per year haven’t making use of this opportunity. The West Java Province as the West Java Province is the fourth greatest producer in backing up the production of papaya in Indonesia while the greatest amount of that is contributed from Bogor Area because Bogor have a suitability of land and climate.

Two years ago, there was an effort of the Agriculture Departement in cooperative with KUB Agropaptin to make use of this opportunity by doing a pioneering work in cooperative ventures namely KUB Agropaptin which is stand in Sukatani village in Bogor. The objective of this research is try to identify some internal and external factors that can affect the activity of KUB Agropaptin so that there can be determined the business strategic alternative to guarantee the development of Papain agribusiness by the KUB. By doing that I hope the sustainability and development of this agribusiness can be suitable with the condition of the KUB.

This study uses descriptive method through a field survey in form case study to answer the problem that the cooperative faced. This research use two types of data, primary data and secondary data. Instrument of primary data is included the direct observation, interview and questionnaires list. Instrument of secondary data come from literature study. The data then analyzed using several analyzed tools like IFE, EFE, I-E, SWOT and QSPM Matrix.

The analyses result of internal environmental showed that the KUB Agropaptin have several strenght, there are; (1) the suitability of land and climate (2) company strategic location (3) farmers on farm quality (4) abundance of raw material (5) support from university (6) high quality of the product (7) competitiveness of price. The weakness of the cooperative are: (1) cooperative hasn’t marketing network (2) limited experience in processing (3) limited of working capital (4) limited of type and range of technology used (5) limited of the farmers to be the KUB member. Based the result analysis on the external environmental can be identified that some opportunities which can be affect the cooperative, there are: (1) no similar producer in Indonesia (2) highly needed of papain (3) extended usage of the remain of material processed (4) lack threat of product substitution (5) government regulation in working capital assistance. In other side, there are some threats against the cooperative, there are: (1) treatment of globalization (2) resistance of industrialist in using local papain (3) farmers culture on “ngiijn” (sell one self plant long before the harvest) (4) treatment mismeangement of cooperative management (5) threatment of industrial pressure to release import tax.

Based on the internal – external factor analysis, the total score of external faktor evaluation is 3.14 and 2.98 for internal faktor evaluation. Those position showed that the cooperative have a strong position to use its strength and opportunities condition to minimize weakness and threat. a compatible step with matrix I – E approach result of position must be controlled by intensive and or integrative strategy. The decision step, it base on the Quantitative...
Strategy Planning Matrix (QSPM) and outcome discussion with the cooperative yield the strategy priority is market penetration and development strategy.