ABSTRACT

ARIE DHARMAPUTRA MIRAH. Strategic Management Based on Region Superiority for Agroindustry Development. Under the direction of IRAWADI JAMARAN, MACHFUD, KRISNANI SETYOWATI, YANDRA ARKEMAN and LEFRAND WINSTON SONDAKH.

The study attempted to owe an explanation about existing agroindustry in North Sulawesi. Profile of some agroindustries based on agriculture raw material was selected to represent the superior industry. The objective of this researched is to engineer the strategic management model by integrated of agroindustry with region superiority concepts. The superiority of agroindustries in North Sulawesi, had been analyzed by using Agroindustry Index (IA) accounting as a deterministic justification model. This model use an index number of several variables as an input model i.e. index of invested, index of labor absorption, index of extensive area of plant, index of total production of plant, and index of LQ value of agriculture commodities. Exponential Comparative Methods (ECM) was used to select the superior product. AI'SWOT is an expert choice explicit justification model which is used to evaluate the strategic environmental factors (SWOT factors), restructure the system by using Interpretative Structural Modeling (ISM), continued to select the alternative strategy of the agroindustry development system by using Analytical Hierarchy Process (AHP) on the Strategic Formulation sub-model. The model of this research had been arranged the superiority rank of agroindustry and product. Restructured the development system had been found the significant aspect of the elements of supporting, handicap, strategy, needs, and community of development system, so that the groups of alternative strategy. Strategic implementation sub-model was used to find out the content of the human resources, natural resources, social capital and technology resources for every strategy by using Availability Matrix analysis. Strategic evaluation sub-model was used to formulated the scenario of the agroindustry development strategy by using Optional Matrix analysis. Complete analyze of the research has built successfully the model of the Strategic Management for Region Superiority Agroindustry Development (MS-RSA), with all of several limitation.

Key words: agroindustry, region superiority, strategic management.