Strategi Pengembangan Agroindustri Sapi Potong Di Sumatera Barat

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ABSTRACT

The research aimed to decide the priority of beef cattle agroindustry development strategy in West Sumatra. Strategy factors were evaluated using internal and external factors (IE Matrix), SWOT Matrix, and Fuzzy-Analytical Hierarchy Process (Fuzzy-AHP). The research showed that opportunity factors were more dominant than threat factors, and strength factors were higher score than weakness factors. Total score of external and internal matrix indicated that the position of beef cattle agroindustry in West Sumatra was in quadrant IV, means that the position was growing and building. Therefore, the best strategy alternative was intensive strategy or integrative strategy. Using fuzzy-AHP it was determined that product development and market strategy was the first priority strategy.

Keywords: beef cattle agroindustry, development strategy, West Sumatra, IE and SWOT Matrix, Fuzzy-AHP.

PENDAHULUAN

Latar Belakang

Salah satu sumber daya peternakan yang tersebar hampir di seluruh wilayah daratan Indonesia adalah sapi potong. Dibeberapa daerah, sapi potong dijadikan sebagai komoditi unggulan dan sebagian hasil sapi porong dijadikan berbagai produk agroindustri yang bernilai jual tinggi.

Perkembangan industri hilir yang mengolah hasil sapi potong sangat ditentukan oleh ketersediaan jumlah sapi potong, bahkan keputusan investasi seringkali dipengaruhi oleh ketersediaan jumlah atau populasi sapi potong dan pendistribusiannya (Foster dan