Business Development Strategy of Biological Agent Service Station "Petani Banyuwangi" In Genteng District Banyuwangi Regency

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ABSTRACT

Various negative impacts of pesticide use on agroecosystems and the awareness of the need for high environmental quality from the government and society, behind the implementation of the principle of integrated pest control (IPM). One of the principles of IPM is the use of biological agents in pest control. PPAH Banyuwangi farmers include PPAH which continues to carry out the propagation of biological agencies and also provides environmentally friendly saprodi for PPAH members. However, farmers prefer to use chemical pesticides that are considered more effective and practical because their effects on plant-disturbing organisms can be seen immediately after being applied in the farm. This research was conducted in Banyuwangi Regency with the aim of analyzing and assessing the supporting factors and obstacles to the development of the Biological Agent Service Post (PPAH) using the SWOT and QSPM methods. The results of the research obtained are supporting factors and obstacles to the Biological Agent Service Post (PPAH) in Banyuwangi Regency including internal factors, namely experienced human resources (HR) and external factors, namelythe government's policy in sustainable agriculture with an influence value score of as much as. Meanwhile, the inhibiting factors of the Biological Agent Service Post (PPAH) in Banyuwangi Regency include internal factors, namely administrative factors that are still simple and factors of lack of participation of members with a large influence value and external factors, namely the low interest of farmers in utilizing biological agents while the priority strategy obtained from the results of the analysis is strategies utilizing government policies to increase capital and get training to increase interest and knowledge in managing administration optimally with the highest TAS (Total Attractiveness Score) value of 61,03.

Key word: *Bio-Agent, PHT, PPAH, QSPM, SWOT*