

The Business Expansion Strategy of Porang (*Amorphophallus Muelleri Blume*) Young Plants at CV. Indobreed Agro Nusantara in Sukamakmur Village, Ajung Subdistrict, Jember District

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ABSTRACT

Porang (*Amorphophallus Muelleri Blume*) is gaining more popularity as alternative food amid the current world food insecurity and increasing food demands. Porang has become one of leading export commodities providing promising business opportunities for growers. Regardless of the potential, porang growers still encounters serious challenges in obtaining the young plants to grow in their farms due to their limited supply. This study aims to analyze the internal and external factors which affect the business expansion of porang young plants at CV. Indobreed Agro Nusantara to identify alternative strategies and determine the strategies which should be prioritized by the company. The data for this study were collected from January to June 2022 through observation and using questionnaires which employs *Strength, Weakness, Opportunity, Threat* (SWOT) dan *Analytical Hierarchy Proses* (AHP) approaches. The data collected were then further analyzed using IE, SWOT dan AHP. The result of the *internal factor evaluation matrix* (IFE) computation showed a total internal score of 2.4386 and the result of *external factor evaluation matrix* (EFE) showed a total external score of 2.9066. When the results of the matrixes were combined, we found CV. Indobreed Agro Nusantara was positioned in cell V, namely *Hold and Maintain*. The company should apply the strategies of market penetration and product development. The results of AHP analysis suggested that the company should prioritize the following strategies to expand its porang young plant business: (1) WO: Increase capital by securing credit for small and medium enterprises (KUR) from banks, (2) SO1: Intensify market penetration to increase product sales, (3) ST: Formulate new technics to develop new products which are cheaper and more competitive than competitors, (4) WT: Improve the process in producing porang seedling to anticipate shortage of supplies and government regulation concerning the distribution of porang products, and (5) SO2: Develop certified porang products to outstand competitors to increase sales.

Keywords: PORANG, IFE, EFE, IE, SWOT, AHP

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