

***SUSTAINABILITY STRATEGY FOR THE EXPORT BUSINESS OF SHEEP  
AS EXPORT COMMODITY IN JEMBER REGENCY***

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***ABSTRACT***

*Lamb is an export commodity that has a role in increasing national income through excise and foreign exchange. Many factors can influence a farmer's decision to run a sheep farming business in the midst of very large demand. This study aims to analyze sustainability and design a sustainability strategy for the sheep export business in Jember Regency. The methodology used is Multi Dimensional Scaling (MDS) to analyze sustainability with 50 attributes from 5 dimensions (ecological dimensions, economic dimensions, social dimensions, technological dimensions, and institutional dimensions) and Interpretative Structural Modeling (ISM) to design development strategies with 10 sub-dimensions. attribute elements obtained from the priority on each dimension in the MDS. The results of the analysis show that the sheep export business in Jember Regency is sustainable with a fairly sustainable status in terms of all dimensions. While the tobacco development strategy in Jember Regency has 4 levels of implementation in the ISM structure starting from optimizing the role of institutions in business development at level 1 to market access at level 4.*

*Keywords: Export, ISM, MDS, Jember Regency*