

***Dairy Cattle Business Development Model at Bestcow Farm Ajung Jember
Using Interpretative Structural Modeling (ISM) Approach.***

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ABSTRACT

Bestcow Farm is a Dairy Cattle Agro-tourism that provides tour services and also the production of processed fresh milk in the form of pasteurized milk and yogurt, located in the village of Ajung, Jember Regency. The insufficient demand for milk makes the company think extra in determining the development steps to be taken. This study aims to design a business development strategy for dairy cows at Bestcow Farm Ajung Jember. The research method used is Interpretative Structural Modeling (ISM), there are 3 elements that can be developed, namely the institutions involved, the main constraints and program objectives. The element of the institution involved has 8 sub-elements, the key player being the Pure Line Breeder Cooperative / KPGM. The main constraint element has 8 sub-elements, which play a key element (key player): the process of distributing raw materials is slow, the location of the cow sheds near residential areas the low quality of livestock breeders incomplete business permits. The program objective elements have 8 sub-elements, which play a key role (key player): increasing the production of cow's milk, the existence of quality assurance of cow's milk products, synergy between business actors, synergy between institutions related, increasing the competence and capability of breeders, stable product prices and tends to increase, expanding marketing reach.

Keywords: Bestcow Farm, Interpretative Structural Modeling (ISM).