

***Analysis of Sustainability and Strategies for Developing Na-Oogst Tobacco
Business in Jember District
(Study on Gapoktan Cahaya Muda, Antirogo village, Jember)***

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ABSTRACT

Na-oogst tobacco commodity is an export commodity that has a role in increasing national income through excise and foreign exchange. Many factors can influence the decision of farmers to conduct tobacco cultivation in the midst of enormous pressure on tobacco products. This study aims to analyze sustainability and design strategies for na-oogst tobacco business development in Jember. The methodology used is Multi Dimensional Scaling (MDS) to analyze sustainability with 50 attributes from 5 dimensions (ecological dimension, economic dimension, social dimension, and institutional dimension) and Interpretative Structural Modeling (ISM) to design development strategies with 10 subattribute elements obtained from the priority on each dimension in MDS. The results of the analysis show that the na-oogst tobacco business in Jember has a continuity with a fairly continuous status in terms of the overall dimensions. While the tobacco development strategy in Jember has 5 levels of implementation in the ISM structure starting from optimizing the role of government at level 1 to repairing irrigation networks at level 5.

Keywords : Na-oogst tobacco, ISM, MDS, Jember