

**Strategi Pengembangan Usaha Produk Susu Sapi Segar “Best Cow”
Koperasi Galur Murni Di Ajung, Jember**
*(Business Development Strategy Of Fresh Cow Milk Product “Best Cow”
Galur Murni Cooperation In Ajung, Jember)*
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ABSTRACT

Galur Murni cooperation is one of a cooperation that menaungi cow dairy farmers in Jember. Best Cow Farm Ajung Jember is a business source of Galur Murni cooperation that produce fresh cow milk in packaged and yoghurt. This research is aim to help Galur Murni cooperation Best Cow Farm in developing the business by analyzing internal and eksternal enviroment, formulating alternative strategy, and determining the main priority strategy for the company. Analysis tool which use in this reearch are Matriks IFE and EFE as input stage, Matriks IE and Matriks SWOT as matching stage, and determining strategy with use Quantitative Strategic Planning Matriks (QSPM). The respondents in this research are the organizer, employee, experts in animal husbandry field, and experts in formulating the strategy. Based on the calculation result analysis QSPM, priority strategy in Galur Murni cooperation Best Cow Farm is maintaining the quality of fresh cow milk products so the product are able to competes, whith total value 5,532.

Keywords: Strategy, SWOT, QSPM