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This journal focused on agricultural technology and sciences such as food science and engineering, agroindustrial technology and management, agriculture engineering and bioprocess engineering.

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## PERUMUSAN STRATEGI PENGEMBANGAN AGRIBISNIS TEMBAKAU DI KABUPATEN JEMBER MENGGUNAKAN ANALISA SWOT

**Merry Muspita Dyah Utami**

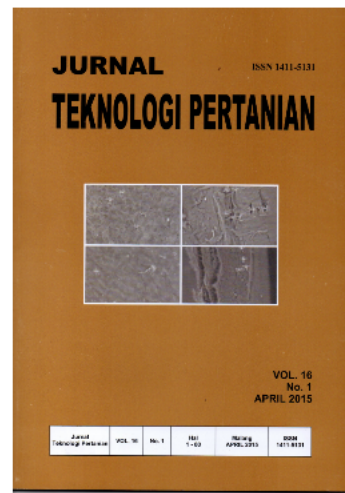
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### Abstract

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis kekuatan, kelemahan, peluang, dan ancaman yang dihadapi Kabupaten Jember serta untuk merumuskan strategi dalam mengembangkan tembakau di Jember. Penelitian ini dilaksanakan pada Juni hingga Agustus 2015. Metode yang digunakan adalah metode analisis deskriptif. Metode pengumpulan data dilakukan dengan menggunakan kuesioner, wawancara, observasi, dan studi literatur. Analisis data menggunakan Matrik Internal Factor Evaluation (IFE), Matrik Eksternal Factor Evaluation (EFE), Matrik Internal-Eksternal, Matrik SWOT (strengths, weakness, opportunities, threats), dan Matrik QSPM (Quantitative Strategi Planning Matrix). Berdasarkan hasil penelitian menunjukkan bahwa Kabupaten Jember mempunyai nilai identifikasi terhadap faktor internal sebesar 2.44 dan faktor eksternal sebesar 2.98. Posisi strategi Kabupaten Jember berada pada posisi "hold and maintain" yaitu pada kuadran V. Strategi yang dapat digunakan adalah mempertahankan kegiatan yang sudah berlangsung namun tetap mengembangkan kuantitas dan kualitas kegiatan. Terdapat delapan alternatif strategi yang dihasilkan untuk mengembangkan tembakau di Jember dan prioritas strategi yang dihasilkan adalah pengoptimalan peran sub sistem agribisnis.



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