

**Organic Rice Towards Agribusiness Development Strategy  
"BERAS MAPAN 05" Production of the Bumi Luhur Farmer  
Group  
Wonosari Village, Puger District, Jember Regency**

**Hafiya Fitrah Nuralita<sup>1</sup>, Nanang Dwi Wahyono<sup>2</sup>, Tanti Kustiari<sup>2</sup>**

<sup>1</sup>*Student of Postgraduate, Agribusiness, Politeknik Negeri Jember*

<sup>2</sup>*Postgraduate Lecturer in Agribusiness, Politeknik Negeri Jember*

Email: [ladyhamol@gmail.com](mailto:ladyhamol@gmail.com)

**ABSTRACT**

The "Bumi Luhur" Farmers Group is one of the farmer groups that support environmentally friendly agriculture and is the only farmer group developing a organic rice business in Wonosari Village with the name "BERAS MAPAN 05" according to the MAPAN 05 hybrid rice seed variety organic rice, the Bumi Luhur farmer group faces several obstacles that hinder the development of a organic rice business, so it is necessary to provide alternative recommendations for developing a organic rice business "BERAS MAPAN 05". In supporting the sustainability of organic rice production "BERAS MAPAN 05" there is a need for guidelines to describe the strategy for its development and implementation. Therefore it is deemed necessary to conduct research to formulate and design models of non-pesticide rice development strategies which are analyzed using Strengths, Weaknesses, Opportunities and Threats (SWOT) and concluded with Quantitative QSPM analysis. The research results obtained alternative strategies and strategic priorities to optimize rice production through optimal utilization of production inputs and skills owned by farmers to meet market prospects and increased demand with the highest TAS value of 6,41.

Keywords : Organic Rice, Development Strategy, SWOT, QSPM