

***Strategy for Institutional Strengthening of the Pos Pelayanan Agens Hayati (PPAH)
Bumi Putra Desa Wonosari Kecamatan Puger
Kabupaten Jember***

Ganis Nomita Sopa¹, Muksin², Nantil Bambang²

¹*Mahasiswa Pascasarjana Terapan Agribisnis, Politeknik Negeri Jember*

²*Dosen Pascasarjana Terapan Agribisnis, Politeknik Negeri Jember*

Email: ganis.nomita.s@gmail.com

ABSTRACT

The existence of the Biological Agency Service Post (PPAH) is very much needed in supporting sustainable agriculture. This research was conducted at PPAH Bumi Putra, Wonosari Village, Puger District, Jember Regency. The purpose of this study was to formulate and design a strategy model for strengthening PPAH Bumi Putra institutions. The method used for data analysis is SWOT and The House Model. SWOT analysis produces a strategy formulation of six alternatives. Furthermore, in the design of the strategy with the concept of The House Model, it was obtained that the roof component illustrates the vision or goal of PPAH Bumi Putra, namely to become an institution that plays an active role in promoting the application of sustainable agriculture. The pillars in The House Model describe the key ways to achieve goals. The key ways include increasing human resources competence, strengthening institutions, and improving product quality. The third component of The House Model is the foundation that shows the supporting values and behaviors. This supporting behavior is the awareness of PPAH human resources to be willing to use environmentally friendly production facilities as well as government support through policies that encourage the implementation of sustainable agriculture.

Key words: biological agens, PPAH, SWOT, The House Model