

***Analysis of Village Chicken Farming Business Development Strategy
(Case Study Cotton Farm Jember)***

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ABSTRAK

Kapas Farm Free-range Chicken Farm is a free-range chicken farm which is engaged in hatching and breeding. The native chickens at Kapas Farm are Kuntara 4 native chickens. This farm has been running for about 2 years and is located in Sukamakmur Village, District. Ajung, Kab. Jember. This farm has around 10 partners, where these partners act as administrators and there are no similar farms around the Kapas Farm free-range chicken farm. This can be used as a factor for developing the Kapas Farm free-range chicken farm into a larger farm. This research aims to 1) analyze the factors that influence the sustainability of the free-range chicken farming business at Kapas Farm. 2) analyze the strategy for developing the free-range chicken farming business at Kapas Farm. Determining the strategy used in developing this business is using the Quantitative Strategic Planning Matrix (QSPM). This matrix can determine alternative strategies for developing the Kapas Farm free-range chicken farming business. This research uses a qualitative descriptive research type. Alternative strategies taken in the QSPM Quantitative Strategic Planning Matrix alternative strategies taken are Market Penetration, Market Development, and Product Development.

Keywords: Development strategy, Quantitative Strategic Planning Matrix (QSPM), Kampung Kapas Farm Chicken Farm.