Factors Affecting Milk Production Of Kaliwates Dairy Cows Through Interpretative Structural Modeling Approach
Dr. Dhanang Eka Putra, S.P., M.Sc *as a Supervisor*

Rina Lestari
Study Program of Agroindustry Management
Department of Agribusiness Management

ABSTRACT

The dairy cattle agroindustry sector in Jember Regency has bright market potential. However, milk production in Kaliwates District has experienced fluctuations. This research aims to analyze the relationship between constraints, the connections between benchmarks, and the relationships among stakeholders in increasing dairy cow milk production in Kaliwates, as well as analyzing factors that influence the success of dairy cow milk production in Kaliwates.Interpretive Structural Modeling (ISM) was used as a tool to identify factors that influence dairy milk production. The influential elements in this research are benchmark elements, barrier and constraint elements, and stakeholder elements. The benchmark element has 8 sub-elements that need improvement. The constraint element has 6 sub-elements that need to be improved. The stakeholder element has 9 sub-elements that play a main role in business sustainability.The results of this research, based on driver power and dependency values in the reachability matrix table, identified 2 key factors in the benchmark element: increasing cow milk production and milking frequency. There are 6 key factors in the constraint element: lack of cooperation with the livestock service department, manual technology usage, absence of organizational structure, limited workers to care for cows, low dairy milk production, and capital limitations. In the stakeholder element, there are 9 key factors: livestock department policies, business owners, cow maintenance staff, milking staff, milk handling staff, universities, animal health workers, delivery personnel, and consumers.These key factors serve as drivers for other factors to achieve success in increasing dairy cow milk production.

Keywords: *Interpretative Structural Modeling, Cow Milk Production, Cattle Farming*