

***Factors Affecting the Success of Rembangan Dairy Cows Through
Interpretative Structural Modeling Approaches***

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ABSTRACT

This study aims to determine the relationship between sub-elements of benchmarks, constraints and stakeholders in the rembangan dairy business. The method used is interpretative structural modeling (ISM). ISM is used to structure relationships on elements. This study uses an expert system. There are 3 experts, namely the head of UPT, employees and academics. The results of this study are based on the value of driver power and dependence in the reachability matrix table, there are two key factors in the measuring element, namely the need for grass feed (E1) and the need for additional feed (tofu and concentrates) (E2), there is one key factor in the constraint element, namely the policy of the livestock service office (E1) and there is one key factor for stakeholders, namely the livestock service office (E1). The key factor becomes the driving force for other factors in achieving the success of the developed dairy cow's milk business.

Key word : *the farm, dairy cows, interpretative structural modeling*