

Agroindustry Strategy To Increase Revenue Crackers In Mangli Village Districts Of Jember Districts Kaliwates

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ABSTRACT

Jember economy has supported by two agricultural sectors which are food processing agrindustry and agriculture. One of raw materials agriculture processing product industries in Jember is crackers (kerupuk) agroindustry. The production centre of this agroindustry is located at Mangli, Kaliwates sub district Jember. The purpose of this research is to analyze the variable of social factors, economy and the business strategy that having an effect on the income, and also formulating the enhancement income strategy of crackers agroindustry. This research is analytic quantitative and qualitative analytic descriptive using SEM-PLS approach and helped by R Program that used to formulate factors model that having an effect on the income also using SWOT analysis to formulate the strategy. The results of this research showed that i) variables that having an effect on the level of income and cost efficiency of production at Mangli, Kaliwates sub district Jember are economy factors and the business strategy, ii) economically, the crackers industry at Mangli, Kaliwates sub-district, Jember is profitable with Rp. 112.560,47 per day and the efficient production fee with value R/C 1,06, iii) the interpretation of test result SEM-PLS in income model are each social factor increase one unit, so the income tend to go down about 1,17 unit, each economy factor increase one unit, so the income tend to go up about 1,90 unit, each business strategy factor increase one unit, so the income tend to go up about 0,05 unit, and iv) the income model can be explained by the variable of social factor, economy and the enterprise strategy about 62% and the rest is 38% that explained in other variable outside the model. The enhancement strategies of crackers industry are include : developing the strong partnership with raw materials supplier, the efficiency of crackers production, technology production adoption, market segment extension, the enhancement of capital access, enhancement of crackers product quality, and diversification of processed crackers product.

Key words : crackers agroindustry, income, SEM-PLS, SWOT analysis

