

Agribusiness Development Strategy of Tobacco in Jember

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ABSTRACT

The study was aimed to identify and to analyze the strengths, weakness, opportunities, and threats and to formulated the strategy for develop tobacco in Jember. the study was conducted in June until August 2015. The method used in the study was descriptive analysis method. Methods of data collection using questionnaires, interviews, observations, and literature study. Methods of data analysis using the IFE Matrix, EFE Matix, IE Matrix, and SWOT Matrix. The results showed that internal identified value was 2,44 and external identified value was 2,98. Jember position was in quadran V, hold and maintain. Strategy that can used is maintain activity but stil develop activities in quantity and quality. There are eight alternative strategies that results to develop tobacco in Jember.

Key words: Tobacco, Development Strategy, SWOT Analysis