STRATEGY BUSINESS DEVELOPMENT AND FINANCIAL MILK INDUSTRY IN JEMBER REGENCY

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ABSTARCT

The purpose of this research to know alternatif of development unggulan potncy milk production industry in Jember Regency, have design of alternatif strategy, designing alternative strategies for the development of dairy agro-industry in Jember Regency and determining the level of financial feasibility of dairy agro-industry in Jember Regency. It used *purposive sampling,* Bestcow, Susu Sehat Kaliwates dan Susu Rembangan. Technic analysis used *Exponential Development Method* (MPE), *Analytical Hierarchy Process* (AHP), and financial analysis. The result of *Exponential Development Method* (MPE) showed potencial milk product Best cow was milk 209.781.572, pasteurisasi 6.309.948, and yogurt 5.433.148. Susu Sehat industry got value of analysis milk kemasan 192.298.250, pasteurisasi 4.505.828, and yogurt 3.122.910. Rembangan industry got value of analysis milk 189.872.469, pasteurisasi 6.299.604, and yogurt 5.344.431. *Analytical Hierarchy Process* (AHP) analysis showed Availability of breeding, availability technology and development of business wa the most priority alternative strategies to be developed. Meanwhile, the results of the financial analysis show that the *Net Present Value* (NPV) value is 3,168,371,348 and *Internal Rate of Return* (IRR) of 40%, which means that the business is feasible to develop with the results of *Payback Period* (PP) 6 years 2 months.

Keyword: AHP, Financial business, MPE, milk