

***Potential Analysis and Development of Non-Cigarette Tobacco
Derivative Products in Jember Regency***

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ABSTRACT

Analysis of the Potential and Development of Non-Cigarette Tobacco Derivative Products in Jember Regency aims to develop the interest and knowledge of farmers and the public about the existence of non-cigarette tobacco derivative products in Jember Regency. Because for now the interest of farmers and the public in the existence of non-cigarette tobacco derivative products can still be said to be very lacking. This development can be done using FFA tools (force field analysis) analysis. The FFA (force field analysis) method is a method that can analyze the force field and can come up with strategies that optimize the driving factors and minimize the inhibiting factors in each activity. The development of non-cigarette tobacco derivative products in Jember Regency after being analyzed using the FFA strength (force field analysis) field shows that the development of tobacco derivatives must optimize the driving factors contained in D3 namely abundant tobacco raw materials and minimize the inhibiting factors contained in H2, namely many people who are not aware of the existence of tobacco derivatives.

Keywords : Tobacco, Derivatives, FFA (force field analysis)