

**ANALYSIS OF THE DEVELOPMENT STRATEGY FOR DUCK
FARMING (CASE STUDY IN UD JAWA MERI, GUMUKMAS
DISTRICT, JEMBER REGENCY)**

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ABSTRACT

The study aims to analyze the internal and external factors that affect the duck farming business and determine the appropriate development strategy to be applied in duck farming business in UD. Jawa Meri. This study uses a descriptive research design. The data collection techniques are using by questionnaire and then will be analysis by using IFAS, EFAS, Diagram SWOT and matrix SWOT. Based on the results of the study, the IFAS matrix resulted in a score of 3.30 with the main strength is the availability of duck, while the weakness is the maintenance management is not well organized. The EFAS Matrix resulted in a score of 2.90 with the main opportunity is wide range of marketing sector in various regions while the main threat is the large number of competitors in the livestock business. The result of the SWOT diagram is being in a quadrant 1 position with right strategy is an aggressive strategy where farmers have considerable opportunities and strengths so that with their internal strengths they can take advantage of existing opportunities. The results of the SWOT analysis resulted 4 alternative strategies. The right strategy to be used is SO strategy by maintain and improve the marketing network of ducks so that they can competition with other breeders and increase the availability of ducks by adding business partners with other breeders due to the increasing development of duck meat culinary restaurants.

Keywords : Duck, Development Strategy, SWOT Analysis