

## **Non-Smoking Tobacco Derivative Product Development Strategy in Jember Regency**

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### **ABSTRACT**

Tobacco has a big role in increasing the regional acceptance of East Java Province, especially in East Java Regency. But this statement contradicts the health issue that became a global problem. This could have major consequences for tobacco farmers, feared to lead to a decline in family income and social instability in tobacco production areas. This research was conducted in Jember Regency with the aim to 1) Identify the development problems faced by tobacco agribusiness in Jember Regency, 2) Structure the development problems faced by tobacco agribusiness in Jember Regency. 3) Formulate a development strategy on tobacco agribusiness in Jember Regency. The analytical methods used are *Interpretative Structural Modeling* (ISM) and *Analysis Hierarchy Process* (AHP). The results of the research analysis are the problem structure of the development of non-smoking tobacco derivative products in Jember Regency obtained 4 key elements, namely 1) capital limitations in the main constraint elements, 2) increasing non-smoking tobacco business, efficiency and effectiveness of non-smoking tobacco product management and cooperation capabilities through partnerships on the goal element, 3) the growth of new businesses in the agricultural sector in the benchmark element and 4) providing agricultural information and data on activity elements. While the strategy of developing non-smoking tobacco derivative products in Jember Regency is aimed at solving the main problem, namely the problem of capital limitations by integrating the tobacco industry.

**Keywords:** AHP, Development, ISM, Non-Smoking, Tobacco.