

**THE FACTORS SUPPORTING AND INHIBITING THE DEVELOPMENT
OF AGRIBUSINESS DAIRY FARMERS IN THE VILLAGE UPTD
KEMUNING LOR REGENCY ARJASA DISTRICT JEMBER**

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ABSTRACT

Desa Kemuning Lor Jember known as a producer of fresh cow's milk from the dairy farm. The existence UPTD dairy farm is in support of the district development muddy . The development of the domestic fresh milk production only able to meet 25 % of national milk requirement and the other 75 % is imported . In an effort to meet the need for increased milk population , production , and productivity of dairy cows . This study aims to identify a problem that causes underdeveloped in maksiamal and identify factors supporting and inhibiting UPTD dairy farm in the village of Lor Kemuning . Based on the research that has been done shows on the total score of the IFE (Internal Factor Evaluation) obtained by the 2,67 Shows that the internal condition of dairy cows UPTD strong lor yellow and a total score of EFE (External Factor Evaluation) at 2,78. Then the matrix IE (Internal External) also showed that dairy cows UPTD yellow lor I was in the cell , hold and maintain. And Grand Strategy Matrix company in the position of quadrant I. QSPM analysis on alternative strategies are formulated based on the SWOT matrix , UPTD dairy farm produces yellow lor the highest TAS value to increase the number of dairy cows with TAS value = 6.45

Keywords: supporting factors, inhibiting factors, UPTD dairy farm

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