

***Strategy to Increase Pine Sap Production built branch of the forest
at farmer service Banyuwangi Region***

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ABSTRACT

Utilization of forest resources is an effort to increase the use value of the forest so that it can benefit the community. One of the uses of non-timber forest products for the benefit of humans is tapping pine resin. The sap produced by pine, namely gondorukem and turpentine, is widely used in industry. There are several factors that influence the increase in pine resin production in Banyuwangi Regency. This study aims to determine the internal and external factors and to determine the strategies that can be done to increase the production of pine resin in Banyuwangi Regency. The method used in this study is the SWOT method to analyze internal and external factors, while the analysis to determine the priority strategy for increasing pine resin production is carried out using the AHP (Analytical Hierarchy Process) method. The results of the analysis show that internal and external factors of increasing pine resin production include 1) maintaining good quality of pine resin so that consumer confidence remains, 2) increasing promotional activities, 3) establishing good relations with farmers and the government, 4) changing weather conditions. erratic, 5) recruit workers who are in accordance with education and 6) perform cost efficiency. Furthermore, to determine the priority strategy for increasing the production of pine resin in Banyuwangi Regency, it is carried out using the AHP (Analytical Hierarchy Process) method, which produces a priority strategy to improve the quality of pine resin and promotional activities.

Keywords: Pine Sap, SWOT, AHP, Banyuwangi District