ABSTRACT

PERFORMANCE AND DEVELOPMENT STRATEGY OF HAJI SONY FEEDLOT BUSINESS IN KARANG ANYAR VILLAGE, JATI AGUNG SUB DISTRICT, SOUTH LAMPUNG

By

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This research aims to analyze the performance of Haji Sony Feedlot business; to identify the internal and external factors of the business, and to formulate its development strategy. The research is conducted at Haji Sony cow farm in Jati Agung sub district, South Lampung Regency by using a case study methodology. The respondents in this research are the owner, supervisors, workers in charge of stables of Haji Sony farm. Quantitative methods to determine the performance are Average Daily Growth (ADG) and Income. Qualitative method to formulate strategy is SWOT analysis. The results of this research showed that the whole performance on Haji Sony Feedlot business is in a good category. The ADG of Ongole species is 0.8 kg/cow/day and the ADG of Brahman Cross Species is 1.3 kg/cow/day. The highest income present value of Haji Sony farm business in 2012 reached Rp 32,173,881,083.73 per year with value of 2.26. The priority strategies taken to develop the business are: (a) producing less fat quality beef (b) creating a bookkeeping to maximize the use of capital, and (c) training to create qualified workers.

Keywords: SWOT Analysis, Performances, Feedlot Business