

Ayu Novitasari. NIM 150321100081. The Strategies for Developing PT Djarum's Contract Farming with Tobacco Farmers in Waru District, Pamekasan Regency. Supervised by Dr. Teti Sugiarti, SP., M.Si.

ABSTRACT

Madura tobacco farmers are faced with various internal and external problems. One effort to overcome this problem is a partnership system. The research objectives were (1) analyze the PT.Djarum contract farming with tobacco farmers in Waru District, Pamekasan Regency, and (2) analyze the formulation of the strategy for developing the PT. Djarum contract farming with tobacco farmers in Waru District, Pamekasan Regency. The research method used was descriptive qualitative analysis, IFAS and EFAS matrix analysis, and SWOT matrix analysis. The results of the study indicate that the contract farming is implemented is a partnership pattern of Agribusiness Operational Cooperation (KOA). The position of PT.Djarum's contract farming with tobacco farmers is in quadrant I because the strength and opportunity factors are more dominant than weakness and threat factors. Based on the SWOT matrix, SO, ST, WO, and WT strategies were obtained that privatized strategy was the SO strategy. There are improving the skills of partner farmers in adopting technological innovations by increasing the expertise of PT Djarum's partnership team and approaching local wisdom, maximizing the potential of natural resources and collaborating with the government so that the profits gained will be greater, and increasing the expertise and mastery of PT Djarum's human resources towards technological developments.

Keywords: contract farming, development strategy, IFAS-EFAS, SWOT matrix

