

ABSTRACT

The group of Catfish farmers "Dumbo Bersinar" are the only farmer groups contained in the Tanggung Village, the district of Campurdarat, Tulungagung. This organization embodies the catfish farmers in the local village. The number of members in this organization as many as 16 people. This research was given provide to alternative strategy were beable to applied by the fish farmers group "Dumbo Bersinar" so it can be improve the welfare of members. Based on the results of field by observations regarding the SWOT analysis, the greatest power in this organization that experience and high work ethic of human resource, the big weakness haslimited land cultivators very limited, the biggest opportunity have a good relationship with the distributor feed and middlemen, while the greatest threat increase the marketing of other species of freshwater fish (carp, catfish, etc.). The factors contained in the respective SWOT analysis have weight value using the approach analytical hierarchy process (AHP) that produce value on the internal factor is 3.14 and external factor is 3.21. Based IE matrix of fish farmers group "Dumbo Bersinar" was located in quadrant I, it means that the condition is very good organization and strong, followed by calculation of quantitative strategic planning matrix and resulting in product development strategy as an alternative to the most prioritized.

Keyword: SWOT Analysis, IFAS (internal factor), EFAS (external factor), AHP (Analytical Hierarchy Process), QSPM (quantitative strategic planning matrix).