

ABSTRACT

Broiler chicken farming is a type of business that is quite potential because currently chickens can be said to be our food in everyday life. Related to this, from the data obtained at the Central Bureau of Statistics, broiler chicken meat production has increased from year to year. But regarding the amount of DOC (Day Old Chicken) supply from PT Mitra Peternakan Unggas C3, it has decreased over the last 3 years. This shows the problems faced by the company, which means that competitors can produce more and more DOCs throughout the partnership that is engaged in the partnership broiler chicken farming industry.

The objectives of this study are: 1) Knowing the internal factors of the company, 2) Knowing the external factors faced by the company, 3) Formulating a business development strategy for broiler chickens with a partnership pattern.

The stages of this research use the IFE and EFE matrices to determine the internal and external factors of PT Mitra Peternakan Unggas C3, the IE Matrix to get a strategy from the IFE and EFE results, the SWOT matrix to determine the strategy obtained from the company's internal and external factors, and QSPM to determine the best strategy obtained from a SWOT analysis.

The data collection technique was carried out by means of interviews and questionnaires to related sources in the research object. The speakers involved were 3 (three) internal sources from PT Mitra Peternakan Unggas C3, 2 (two) competitors, and the Head of the West Java Broiler Chicken Farming Association. The resource person will be interviewed and given a questionnaire related to business in broiler chickens.

The results of this study are expected to be an evaluation of the business, especially in the field of broiler chicken farming. In addition, it can serve as a direction to increase the number of entrepreneurs in order to advance the economy in Indonesia.

Keywords: Strategy, Business, SWOT, IFE, EFE, QSPM