

**ANALYSIS STRATEGY OF THE DEVELOPMENT PROGRAM OF THE
PEOPLE'S CATTLE BREEDING CENTERS (SPR) IN BUNGO DISTRICT
(A Case study of SPR Kuamang Abadi)**

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SUMMARY

This study aims to: (1) know the strengths and weaknesses of developing SPR cattle Kuamang Abadi; (2) know the opportunities and challenges of developing SPR cattle Kuamang Abadi; (3) know the strategies used in the development of SPR cattle Kuamang Abadi. The research employed a case study in SPR Kuamang Abadi Pelepat Ilir Sudistrict, Bungo District. Data were collected by means of interviews and filling of the questionnaire as well as observation directly at 81 member of SPR from 1st December 2016 until 15th January 2017. Analyzed using analysis of IFE and EFE, IE, SWOT and QSPM.

The results showed that: (1) internal factors contained on the SPR Kuamang abadi are the land, produce optimal weight, the existence of a mutual need between the ranchers and the government, means of transport smoothly and plantation as a source of cattle feed, limitations of capital, processing technology of green feed, low level education and professional yet breeders, recording system has not been good and theft of livestock; (2) external factors that may affect the preparation of the strategy, namely the demand for cattle, public awareness of nutritional needs, increase in population growth, development of information technology and livestock insurance, the entry of beef from outside, the disease, competition is increasingly competitive, and over the function of the land; (3) strategies used by SPR Kuamang Abadi in the face of competition are, hold and maintains, and alternative strategy, namely an increase in product development in the form of beef cattle.

Keywords : Beef Cattle, SPR, IFE, EFE, IE, SWOT, QSPM

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