ABSTRACT

NURAINUN. The Strategy of Developing Coffee Agribusiness in Aceh Tengah District (supervised by Dr. Ir. Tavi Supriana, MS as the chairperson and Sri Fajar Ayu, SP, MM, DBA as the member)

The research was conducted from September to November, 2014. Its objective was 1) to analyze internal and external factors which influenced the strategy of developing coffee agribusiness in Aceh Tengah District and 2) to formulate local government’s alternative strategy and select strategic priority in developing coffee agribusiness in Aceh Tengah District. The data consisted of primary and secondary data and were analyzed by using SWOT analysis.

The result of the research showed that the development of coffee agribusiness was in quadrant 1 which indicated that it had great opportunity and had internal power. Some strategies of developing coffee agribusiness were as follows: 1) using human resources through trainings and expanding agribusiness, 2) maximizing CU support as the capital for increasing coffee growers’ production, 3) using natural resources to increase coffee growers’ production, 4) using government’s support to develop market information, 5) using access to transportation to support the prospect of domestic and foreign markets, 6) strengthening capital for agribusiness and expanding market, 7) maximizing the advancement of communication and information technology in the development, research, and training, 8) using communication and information technology to increase marketing, 9) using human resources to increase economic growth, 10) using human resources to anticipate the uncertainty of global climate, 11) using the access to transportation to support unstable economic growth, 12) improving coffee marketing link with associated institutions, and 13) anticipating the fluctuation of coffee price as early as possible to increase marketing volume.

Keywords: Development, Agribusiness, SWOT