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Article

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Matrix Factor Seed Bambang Lanang Business Strategies in Indonesia

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Abstract *The purpose of this study is to establish the internal factors and external factors Bambang Lanang seed business in the village of Muara Muara Payang Payang Lahat District - South Sumatra - Indonesia. This research is a qualitative research. This research was conducted using primary and secondary data. Data were collected to analyze the Business Development Strategy Seed Bambang Lanang (Michelia Champaca L.) in the village of Muara Muara Payang Payang Lahat included primary data and secondary data. The population in this study is all members of the Group of Productive Purnomo totaling 47 people. The sampling technique used is samling saturated, because the population is less than 100 people, the technique of sampling taken are all members of a population of as many as 47 members of Productive Business Group (CTP) Purnomo in the village of Muara Muara Payang Payang Lahat regency. The analysis method used is the matrix of factors external strategy (EFE) and Phase Matrix Development Strategy Internal Factor (IFE). The results concluded that the appropriate strategy for business development is an aggressive growth strategy with the use of force to take advantage of opportunities through horizontal integration. Alternative business development strategies seed bambang lanang in the village of Muara Payang Muara Payang Lahat right there are four (4) is SO (Strength-Opportunity), ST (Strength-Treaths), WO (Weakness-Opportunity) and WT (Weakness-Treaths).*

Key words Internal strategy factors matrix, matrix factors external strategy, Strengths-Weakness-Opportunity-Treaths

JEL Codes: E30

1. Introduction

Interest agribusiness Bambang Lanang is to increase revenue, welfare of farmers, improving the quality of human resources, the provision of industrial raw materials, expanding employment and preserving the environment. If it is met it will do the export to increase state revenues (Bachruddin, 2009). Benefits of plants bambang lanang quite a lot, ranging from wood that can be used for furniture, because coraknya great can also be made cement board, leaves to feed silkworms, in addition to the value of the heat produced is quite high at 21 070 kJ /kg so that it can be made of wood pellet. The flowers can be extracted and produced oil for perfume, as well as oil from the seeds can be produced, so that the potential for development as an oil producer. Any other use, the leaf extract can be toxic to the fungus on rice (Pyricularia oryzae). Extract the fat from the seeds produces anti bacterium Bacillus pumilus, B. subtilis, Salmonella typhosa, S. paratyphi, Micrococcus pyogenes var. albus and Staphylococcus aureus. The roots can also be utilized for generating turpentine.

Bambang Lanang including the types of plants that fruitful and every year. Harvest fruit bambang lanang 2 (two) times a year. In one period of harvest per tree plant capable of producing fruit bambang lanang ± 70 kg. Furthermore, the fruit and produce seeds extracted as much as ± 4 kg per tree. The average production per tree seed in one year ± 8 kg. Seed plays a very important in agriculture, so that the condition of seeding reflects the advancement of agriculture in a country (Arsanti in Ance, 2003). The more advanced agricultural technology, more advanced technological developments seed anyway. This situation will grow steadily if supported by sufficient availability of seed. Seeds of forest plants, hereinafter referred seed is all part of the plant either part generative (seeds) and vegetative (leaves, stems, shoots, etc.) that are used as plant propagation material (Minister of Forestry Regulation No. P.01 of 2009 on the Implementation of Seed Plants Forest).

According to Ance (2003), quality seed is a seed that has been declared as a seed high quality of this type of superior plants, seeds of superior quality that has the durability to grow more than 95% with provisions as follows: (1) have a viability or can sustain its growth into a good crop; (2) has a purity (tueness seed), meaning free from dirt, free of seeds of other plant species, free from other varieties of seeds and herb seeds as well as free of pests and diseases.

One of the locations in South Sumatra who cultivate this type is in the area of Lahat. Lahat regency has a climate type B (according to Schmidt and Ferguson climate classification) with rainfall of 2,265 mm per year, the average humidity of 68.72% while the average temperature of 21.0°C - 24.9°C. The topography of the district Lahat generally flat to the hilly, soil types podsolid red-yellow (PMK) (Sumatra Forest Plant Germination Hall, 2014). The potential of natural resources is very supportive to the development of production bambang lanang. Among the provinces which have the potential to seed business is bambang lanang South Sumatra province. Lanang bambang seed business in South Sumatra province is still a small-scale business even though natural resources are very supportive. Therefore, the seed business bambang lanang still possible to be developed. For the development of the seed business bambang lanang needed an effective development strategy. As a key element in efforts to increase the production of boards, the seeds used must be qualified,

because whether or not the results determine the quality of seed production of a commodity. The use of poor seed quality will result in crop production would be not good. The availability of high-quality superior seeds to farmers in conducting agricultural business, is a necessary condition to increase the yield and quality of production.

Seed needs bambang lanang in Muara Payang Lahat met by Productive Business Group (CTP) Purnomo. Purnomo CTP is the only provider/distributor of seeds of forest plants, including individuals in Sumatra. Purnomo CTP established as provider/distributor of seeds by the Department of Forestry and Plantation Lahat based on the Head of the Forest Plant Germination Sumatra No. No. 307/V/BPTH.Sum-3/2009 dated December 7, 2009. CTP Purnomo defined as provider/ distributor of seeds of forest plants because it already has and manage the forest plant seed types bambang lanang (Michelia champaca L.) covering an area of one (1) hectare in the village of Muara Muara Payang Payang Lahat regency in accordance with the certificate of seed sources Number: 138 / BPTH.Sum-2/SSB/2011 dated July 25, 2011 with a class of stands seed Identified. Meeting the needs of bambang lanang certified seed, is expected to increase timber production both in quality and quantity. The development of the level of demand for seed bambang lanang of certified seed sources over the last five years can be seen in Table 1.

Table 1. Seed Demand Source Bambang Lanang of Certified Seed of the Year 2011-2015

No.	Year	Demand Seed (Kg)
1	2011	86,0
2	2012	62,0
3	2013	27,0
4	2014	10,5
5	2015	18,0

Source: Productive Business Group Purnomo in Muara Payang, (2016)

The cause of low productivity and quality Bambang Lanang in Lahat is not optimal maintenance, soil fertility decline, weak farmer institutions, varieties mixed in the same expanse of altitude, engolahan production has not been uniform, and marketing chain or distribution channels are too long.

Distribution channels are a group of agencies that cooperated weeks to achieve a goal, while the goal is to deliver a product from the producer to the consumer (Siadari *et al*., 2012). The function of distribution channels is to ensure that the type, number and arrival time bambang lanang seed into the hands of consumers according to when and where it is needed because then consumers will be satisfied with the services provided. Distribution channels through which the seed bambang lanang ranging from Business Group Productive Purnomo, the company provider of seed dealers, and individuals.

Business development, Bambang Lanang seed in Lahat have good prospects, especially eligibility grow plants (soil and climate), the availability of land, means of production and labor and product marketing. But still encountered many obstacles, among others, production, management and capital. In order bambang lanang excellence can give a maximum contribution to improving the welfare of farmers then it would need to be assessed barriers and weaknesses in the development of the seed business Bambang Lanang. Given bambang lanang is an annual plant, so it is not as easy as annual crops to do change when there is a loss in trying to farming. For that seed development strategy should be formulated carefully so that the goal of increasing the income and welfare of farmers can be achieved. The development strategy is one factor that is essential for an expansion.

A fundamental problem in promoting agricultural businesses in South Sumatra is still weak human resource capacity and institutional efforts in terms of handling, processing and marketing of seeds Bambang Lanang. This is caused by the formation of Human Resources has been more focused on improving the production (farming), while productivity and competitiveness of agribusiness is largely determined by the ability of business concerned in managing and marketing of seeds. Based on the background of the problems that have been described above, it is necessary to study on "Strategic Business Development Seed Bambang Lanang (Michelia champaca L.) in the village of Muara Muara Payang Payang Lahat". Based on the background above, the problem in this research are as follows:

1. How does the internal factors (strengths and weaknesses) and external factors (opportunities and threats) lanang bambang seed business in the village of Muara Muara Payang Payang Lahat?

2. What strategies appropriate for the development of the seed business in the village of Muara bambang lanang Payang Muara Payang Lahat?

3. How are the seeds of alternative business development strategy bambang lanang in Muara Muara Payang Payang Lahat?

2. Literature review

2.1. Bambang Lanang (Michelia Champaca L.)

Champaca Michelia L. known as Bambang Lanang or frangipani, including species are evergreen, or sometimes deciduous, small to medium sized, and may reach a height of more than 50 m, stalks are generally straight, cylindrical stem diameter there is up to 200 cm, without buttresses. Bark surface smooth, grayish-white color. Heading to the conical shaped cylindrical. Arrangement of simple leaves, arranged in a spiral shape, with no petiole. Single flowers are white or yellow. The fruit consists of several carpel, the seeds contained in carpel associated with funicel, resulting in a single fruit can consist of several layers of seeds covered with a sort of fleshy and woody shell. Fruit when it is ripe to be split and the seeds will be easily removed from the shell.

2.2. Benefits and uses

Benefits of plants bambang lanang quite a lot, ranging from wood that can be used for furniture, because coraknya great can also be made boards cement, leaves to feed silkworms, in addition to the value of the heat produced is quite high at 21 070 kJ/kg so that it can be made of wood pellet. The flowers can be extracted and produced oil for perfume, as well as oil from the seeds can be produced, so that the potential for development as an oil producer. Any other use, the leaf extract can be toxic to the fungus on rice (Pyricularia oryzae). Extract the fat from the seeds produces anti bacterium Bacillus pumilus, B. subtilis, Salmonella typhosa, S. paratyphi, Micrococcus pyogenes var. albus and Staphylococcus aureus. The roots can also be utilized for generating turpentine. This plant can also be used for reclamation activities on land affected by severe erosion, especially in Java. Its roots are capable of binding nitrogen, at Vesicular arbuscular mycorrhizal root is found, so it can improve soil fertility, increase the pH, and soil organic matter and phosphorus. Has a crown shape is ornamental, so good for grown as an urban forest plant species.

2.3. Review of previous research

Nurhayati *et al.* (2009) studied the "Early Growth Wood Bambang Lanang against High Variation Variation Seeds and Planting Hole". The results showed that the variables normality analysis results showed that there are two variables were not normally distributed variable plant height and number of leaves, while the next two variables with normal distribution of variable diameter and leaf area. Based on the results of analysis of variance using the F test is known that the plant height variations do not significantly affect the increase in diameter and leaf area.

Safavid *et al.* (2009) studied the "Study of Plant Growth Wood Bambang Lanang in Sloping Land". In general concluded that the percentage of the total life of plants with some type of normal plant growth at month 3 and 4. The plant growth on sloping lands best growth on the bottom of the sloping land. Bambang lanang on a high growth, high gain, the increase in diameter, number of leaves, number of shoots and leaves are broad linear growth.

Edwin *et al.* (2011) studied the "Important but Not Urgent: Rationality growers Bambang Lanang in Hulu Das Musi South Sumatra". The conclusion of this study is Bambang Lanang selected by farmers in the upper watersheds Musi to be planted and nurtured in the garden after outgrowing two stages, namely staple commodities such as coffee, cocoa, oil palm or rubber and durian normal growth and fluctuations in crop production commodities within limits tolerance.

Sofyan *et al.* (2012), examines the "Genetic Variation Growth Test Descendants Bambang Lanang (Michelia champaca L.) Age 1 Year". The results of this study indicate that there are genetic variations in height and diameter growth among families with a percentage value estimate variance components respectively 1.19% and 2.69%. Individual heritability values (h2i) and families (h2f) of 0.05 and 0.07 for height and 0.11 and 0.15 for the diameter.

Hery and Sumarji (2012) the "Center for Agribusiness Development Strategy Plant Nursery Durian (Durio zibethinus), in Bogor, West Java" The results concluded that the development of agribusiness centers nursery plants durian (Durio zibenthinus) in Bogor, West Java, alternative most appropriate, namely by using SO strategy, because this strategy has the highest value, i.e. by 3.25. Where the strategy SO is a strategy of using force to take advantage of opportunities for farmers to seed breeder is able to develop a center for agribusiness plant nurseries durian (Durio zibenthinus) in Bogor, West Java, so it will obtain optimal benefits, with alternative strategies as follows: 1) Agroecology suitable for seeding combined with high human resources will be able to create a marketing strategy and market network and be able to follow the market trend of the seeds of fruit crops. 2) Availability of scions and rootstocks lots and superior combined vegetative propagation technology adoption and the introduction of new high yielding seeds will create seed production is superior in quality and quantity. 3) Seed production more and more advantageous if it is supported by the availability of poduksi and supported government policies in favor of the seed.

Hang Juangsana (2012) studied the "Strategy for Agricultural Development in Commodities Clove Farmers Income Increase in Trenggalek", with the conclusion that the strategy can be formulated to get targeted increase in earnings is: SO strategies, among others: the expansion of agribusiness, increasing knowledge about business opportunities result cloves,

jelly predict the price and take advantage of partnering with financial institutions to raise capital, ST strategy, among other things: plant cenkeh without intercropping except smaller plants, optimizing planting cloves, utilizing the technology at a time when the harvest season which coincides with the rainy season and heaped cloves if the price is still low, WO strategy, among others: increased yield clove quality, getting recognition from forestry to be comfortable in planting and also begin to plant the garden itself, WT strategy, among others : good management in order to cope with the harvest at a time when, overcome the disease, get quotes clove harvest labor skilled and limit existing competitors.
Bramasto, Rustam, Pujiastuti, Widyani, Zanzibar (2015), has conducted research on "Variations in morphology of fruits, seeds and leaves Bambang Lanang (Michelia champaca) from Various Locations Places to Grow" with the conclusion that the results showed a variation in morphological characters of fruit and seed, while for morphological characters of leaves, the leaf length and width of leaves were not significantly different between the three locations. The length of the petiole and leaf number significantly different bones. The size of the fruit, seeds, and leaves derived from Lahat, with an altitude of ± 700 m above sea level, has the largest size among the other two locations. Related to agribusiness development strategy has done some research as commodity agribusiness development strategy research cloves and durian seedlings as well as previous studies that focus on the study of plant Bambang Lanang. The study also focuses on the study of business development strategies and lanang bambang plant, which is the difference between this study with previous research is that in this study will examine the business development strategy bambang lanang seed.

2.4. Conceptual framework

Based on the theory put forward Saragih (2001) is to build a system of agribusiness to build an entire subsystem agribusiness simultaneously and consistently realized through the development of subsystems agribusiness upstream (fertilizers, medicines and equipment), farming (activities, business scale, leading commodities, technology innovation, individual enterprises or groups, the integration of other commodities), subsystem downstream agribusiness and agribusiness subsystem supporting services (government policies such as budget development, input and output prices, marketing and trade, and human resources, credit, transportation, education, research and development). Measurement system elements interaction bambang lanang seed business can be done with a systems approach. The systems approach can provide information about the factors that influence the behavior of a system such as the role of factors, alternative strategies in the development of the seed business systems bambang lanang in Muara Muara Payang Payang Lahat regency.

3. Methodology of research

3.1. Design research

This research was conducted using primary and secondary data. The primary data obtained through interviews and questionnaires by respondents and secondary data obtained from agencies or stakeholders such as the Department of Forestry and Plantation Lahat, previous studies, journals and books related to Bambang Lanang. According to Fahmi, Syahriruddin and Yovi (2010), in conducting the feasibility study necessary steps so that such studies have a clear direction and purpose. The stages are:

1. Determine the object to be examined. The object here can be shaped and manufacturing services company, and so on.
2. Identify a problem or object to be used as a feasibility study. The next issue of the identification stage will be found any that become problems.
3. Perform data collection.
4. Perform data processing.
5. Interpreting the data quantitatively and qualitatively. Provide an explanation data taken quantitatively and qualitatively as give the reasons why the data was taken or considered important and what is the function of the data in this feasibility study.
6. Analyze the data and provide indicators as a measure of a study. At this stage the role of the use of research methodologies that will be used to be very important, such as how to perform data processing and what is the reason of data processing used in this way.
7. Describe the data. At this stage the discussions in the form of words or narrated (told) so that the public is beginning to understand the contents of the data such as by displaying tables and graphs so that we can see the conditions up and down and so on.
8. Provide recommendations. Recommendation is a form of conclusions and decisions to be taken by various considerations or reasons for any effects of both short term and long term that may be incurred at the time the decision was taken.

Data were collected to analyze the Business Development Strategy Seed Bambang Lanang (Michelia champaca L.) in the village of Muara Muara Payang Payang Lahat included primary data and secondary data. To facilitate interpretation and clear definition of the variables used in this research, compiled operational constraints as follows:

1. Strategy is the action taken to improve the increase in development in a way take advantage of the strengths and opportunities that exist. Minimize the vulnerabilities and threats by utilizing the strengths and opportunities. So what the objectives can be achieved with maximum results.
2. Agribusiness is defined as all activities from procurement and distribution of means of production to the marketing of products produced by a farm or agro-industries are interrelated to one another.
3. The internal factor is the state of human resources, availability of land, business security, access transfortasi, the state of natural resources, the use of traditional technology, the availability of funds, research and training institution builder, marketing seeds bambang lanang, local government policy support is a strength and a weakness agribusiness development strategy bambang lanang seed.
4. The external factor is regional autonomy, the growth of the association, which is open to both domestic market and abroad, free trade, development and communication and information technology, economic growth, global climate uncertainty.
5. Seed bambang lanang are prepared to plant seeds bambang lanang, has gone through a selection process that is expected to achieve great growing process. Seed is harvested when ripe. These benchmarks are generally used as a benchmark to assess the level of maturity of seeds is the color, odor, hardness of the skin, the collapse of the fruit (seed), the outbreak of fruit, water content and more.

3.2. Population and sample

According Sugiyono (2014), the population is generalization region consisting of: objects/subjects that have certain qualities and characteristics defined by the researchers to learn and then drawn conclusions. The population in this study is all members of the Group of Productive Purnomo totaling 47 people. In this study, the sampling using sampling techniques saturated, because the population is less than 100 people, the technique of sampling taken are all members of a population of as many as 47 members of Productive Business Group (CTP) Purnomo in the village of Muara Muara Payang Payang Lahat regency. If the population of less than 100 people, then the sample is taken as a whole, while the population is above 100, then the sample is taken 10% -15% or 20% -25% of the population (Sugiyono, 2014;). This technique is in accordance with that put forward by Sugiyono (2014); Muda *et al* (2016) and Sirojuzilam *et al.* (2016), the saturation sampling is a sampling technique when all the population is used as a sample and also known as the census, then this type of study is called a census.

3.3. Data collection techniques

Establish internal factors (strengths and weaknesses) and external factors (opportunities and threats) lanang bambang seed business in the village of Muara Muara Payang Payang Lahat regency.

3.4. Method of analysis

3.4.1. Analysis EFE Matrix and IFE

According Rangkuti (2008), to be able to make strategic planning then the variable can be classified into two: the external and internal factors. Internal factors concerned with the conditions that occur in and be strength or a weakness for development, while external factors are factors that can be an opportunity or a threat (Fahmi, 2011).

3.4.2. SWOT Analysis

SWOT method is the method of preparation of the strategy by evaluating the strengths (strengths), weaknesses (weaknesses), opportunities (opportunities) and threats (threats) in a project or a business venture.

4. Results

a. Analysis of Internal Factors

The internal factors consisted of factors strengths and weaknesses of the business development strategy bambang lanang seed in Muara Muara Payang Payang Lahat regency. Based on interviews and questionnaires of the chairman and members of farmers and stakeholders in the development of the seed business Bambang Lanang in Lahat, acquired strategic factors internal strengths and weaknesses in the development of the seed business Bambang Lanang in the village of Muara Payang Muara Payang District Lahat can be seen in Table 2.

Table 2. Internal Factors Determining Scores

No.	Parameter	Mean Score	Ratings
1.	Availability of technical support	3	Strength
2.	Availability of technical and management training	3	Strength
3.	Coverage of the marketing of seed bambang lanang	3	Strength
4.	The availability of land for agricultural	3	Strength
5.	The availability of water - the quantity and quality	3	Strength
6.	The level of quality of seeds bambang lanang	3	Strength
7.	Experience and technical mastery	3	Strength
8.	Availability of support from the government program	3	Strength
9.	The level of incentives the marketing of farm	3	Strength
10.	Labour supply	3	Strength
11.	Availability of fertilizers	3	Strength
12.	The potential added value of the seed processing bambang lanang	3	Strength
13.	Availability of access to market information	2	Weakness
14.	The level of sales of seeds bambang lanang	2	Weakness
15.	Distribution of seeds bambang lanang	2	Weakness
16.	The productivity level of seed	2	Weakness
17.	The bargaining position of farmers seed bambang lanang	2	Weakness
18.	Availability of seeds	2	Weakness
19.	Availability of seeds	2	Weakness
20.	The quantity of seeds	2	Weakness
21.	Availability of cooperatives	2	Weakness
22.	Availability of technical support of extension	2	Weakness
23.	receptacles farming group	2	Weakness
24.	Processing the seeds	2	Weakness
25.	The level of risk and marketing expenses	2	Weakness
26.	The level of seed sales promotion bambang lanang	2	Weakness

Source: Value averaging parameter strengths and weaknesses (2016)

Table 2 shows that the results of the assessment of internal factors that influence the development of the seed business in the village of Muara bambang lanang Payang Muara Payang Lahat district there are 12 strengths and 14 weaknesses.

b. Analysis of External Factors

Based on observations, interviews and questionnaires as well as analysis of the seed business bambang lanang that has developed in the village of Muara Payang, obtained external factors that became opportunities and threats to business development seed bambang lanang in the village of Muara Payang Muara Payang Lahat can be seen in table 3.

Table 3. Determination Score External Factors

No.	Parameter	Mean Score	Rating
1.	The development and support of science and technology	3	Opportunities
2.	Regional seed base bambang lanang	3	Opportunities
3.	Price stability bambang seed lanang	3	Opportunities
4.	The level of purchasing power of the seed bambang lanang	3	Opportunities
5.	Prospects for the market and the price of seed bambang lanang	3	Opportunities
6.	Infrastructure to support the development of seed	3	Opportunities
7.	The appeal of other sectors outside the forestry sector	3	Opportunities
8.	Competition between regions in producing seeds bambang lanang	3	Opportunities
9.	Climate and natural conditions suitable for seed bambang lanang	3	Opportunities
10.	The level of demand for seed bambang lanang	3	Opportunities
11.	Disclosure of seed market bambang lanang	3	Opportunities
12.	Political conditions, the security and internal conflicts	3	Opportunities
13.	Competition between farmers seed bambang lanang	3	Opportunities
14.	Public interest in the seed business bambang lanang	2	Threats
15.	The attention of the banks	2	Threats
16.	The interest of investors to seed bambang lanang	2	Threats
17.	Developments in information technology	2	Threats

No.	Parameter	Mean Score	Rating
18.	Innovation bambang seed lanang	2	Threats
19.	Support the imposition of the free market era	2	Threats
20.	Support regional autonomy on seed development bambang lanang	2	Threats
21.	Awareness of the seed bambang lanang	2	Threats

Source: Value averaging parameter opportunities and threats (2016)

Table 3 shows that the results of the assessment external factors affecting business development, Bambang Lanang seed in Muara Muara Payang Payang Lahat District 8, there were 13 opportunities and threats.

5. Conclusions and recommendations

5.1. Conclusions

1. The internal factors (strengths and weaknesses) and external factors (opportunities and threats) seed business development, Bambang Lanang in the village of Muara Muara Payang Payang Lahat regency namely:

a. Internal factors

1) Strength

a. availability of technical support from the government
b. availability of technical and management training
c. Coverage of the marketing of seed bambang lanang
d. The availability of land for agriculture
e. availability of water - the quantity and quality
f. The level of quality seed bambang lanang
g. Experience and technical mastery
h. The availability of government support programs
i. The level of incentive trade system of farming
j. Availability of labor
k. Availability of fertilizers
l. The potential added value of the seed processing bambang lanang

2) Weakness

a. The low availability of access to market information
b. Low levels of sales of seeds bambang lanang
c. Lack of seed distribution breadth bambang lanang
d. The low productivity of seeds
e. The low bargaining bambang lanang seed by farmers
f. The availability of seed less
g. limited availability of quality seeds
h. The quantity of seeds is limited
i. Less development of cooperatives
j. the availability of technical support extension less
k. The lack of container group farming
l. Lack of seed processing
m. The level of risk and marketing costs
n. The low level of sales promotion bambang seed lanang

b. External factors

1) Opportunities

a. The development and support of science and technology
b. There is a seed base area bambang lanang
c. seed price stability bambang lanang
d. The high purchasing power of the seed bambang lanang
e. The prospect of the market and the price of a good seed lanang bambang
f. infrastructure to support the development of seeds
g. The appeal forestry sectors other than lower
h. Low competition among regions to produce seed bambang lanang

i. The climate and natural conditions suitable for seed bambang lanang
j. The high level of demand for seed bambang high lanang
k. Disclosure wide seed market bambang lanang
l. political and security conditions nice and low conflict
m. Low competition among farmers bambang lanang

2) Threats

a. Low public interest in the business bambang lanang
b. Lack of attention to the banks
c. Lack of investor interest in the seed bambang lanang
d. development of information technology does not yet support the business development bambang lanang
e. Low seed innovation bambang lanang
f. The low support for the implementation of the free market era
g. The low support for regional autonomy on seed development bambang lanang
h. Lack of awareness of the importance of seed bambang lanang

2. The appropriate strategy for the development of the seed business in the village of Muara bambang lanang Payang Muara Payang Lahat is an aggressive growth strategy with the use of force to take advantage of opportunities through horizontal integration strategy or S-O are:

a. Increase the number of population bambang lanang through joint ventures or partner with another party pattern;
b. Expanding the market;
c. Improving seed and technology facilities;
d. Optimize land; and
e. Increasing the types of seeds.

3. Alternative business development strategies seed bambang lanang in Muara Muara Payang Payang right Lahat 4 (four) are SO (Strength-Opportunity), ST (Strength-Treaths), WO (Weakness-Opportunity) and WT (Weakness -Treaths). Alternative strategies S-O is an appropriate strategy for the development of the seed business in the village of Muara bambang lanang Payang Muara Payang Lahat district, three (3) other strategic alternatives, namely:

a. Strategy W-O are:
1) Creation of wholeness and container farmer groups;
2) Increased seed processing;
3) The establishment of the region as the center of Bambang Lanang quality seed;
4) Increased seed processing; and
5) The increase in sales promotion.

b. S-T strategy includes:
1) Increased adoption of technological innovation;
2) Empowerment of farm credit by farmers;
3) Empowerment of local communities in efforts bambang lanang seed;
4) Increase the competitiveness of the seed; and
5) The application of quality assurance and food safety at the seed pengohahan Bambang Lanang.

c. Strategy W-T include:
1) Recruitment and increasing the role of agricultural extension; and
2) Selection of distribution channels.

5.2. Recommendations

To improve the effectiveness of the strategy has been formulated needed prioritized intervention to these strategies is a priority. In addition, institutional management for the development of the seed business systems bambang lanang need to be identified and carefully engineered so that the strategy adopted to encourage the achievement of the development goals bambang lanang seed business.

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