ABSTRACT

The turkey farm is the potential business to develop because it has a high economic value of fancy and meat. The aims of this research are (1) to analyze the internal (Strengths and Weaknesses) and external factors (Opportunities and Threats), (2) to identify the suitable alternative of strategy to develop turkey farm in Magelang regency, (3) to decide the priority strategy to developed turkey farm in Magelang regency. This research took place at Magelang regency from March 2016 until April 2016. The data used consist of primary data, which include internal and external data obtained through interviews, observation, questionnaires, literature and secondary data. To analyze the data obtained, the author uses the descriptive analytical method. The data are analyzed by descriptive analysis, IFE, EFE, IE, and SWOT matrix as well as QSPM. This research found that the total of IFE matrix score is 2.678 and EFE is 2.500 that put this turkey farm on sel V (hold and maintain) at matrix IE. Based on the QSPM calculation, the priority strategy that can be implied is improving the livestock management in order to increase the production capacity to meet the market demand.

Key Word: turkey farm, strategy, SWOT, QSPM