

**FEASIBILITY BUSINESS AND STRATEGY OF DEVELOPING
RAT SNAKE (*Ptyas mucosus*) CAPTIVITY IN PASURUAN AND
KEDIRI DISTRICT**

ABSTRACT

Rat snake (*Ptyas mucosus*) is one of commodities in demand and having economic value. Rat snake include in Apendiks II CITES and traded since 1980. their trade has been set up by CITES and Indonesia break the rules with was found differences in the number of exports which exceeding exports recorded by CITES. The availability of Rat snake in nature is abundant today. but this situation can't ensure Rat snake free from pressure of the population in the future. This is the reason need any effort to enrichment Rat snake population by captivity. So that snake from captivity can be used as a stock for interest commercial and traded both in domestic and foreign after fulfill certain requirements. This research aim to assess feasibility of Rat snake captivity in East Java and to find out of internal factors such as strengths and weaknesses and then eksternal factors such as opportunity and threats that influence Rat snake captivity in East Java and hope to know the priority strategy of development of rat snake captivity. This research is descriptive research by applying questionnaire technique, documentation and interview. Analysis in this research include matrix analysis of IFE, EFE, IE and QSPM. The main strengths of Rat snake captivity in East Java are Experience and market dominance. and then the main weakness is high production cost. while the main opportunity of captivity is government policy with main threats such as market competition. as for priority of development strategy of Rat snake captivity by development captivity business based on citizen and still maintain product superiority to decrease production cost and the priority to fulfill market request.

KEYWORDS : feasibility, strategy, Rat snake (*Ptyas mucosus*), Internal-External factors.