



STRATEGY FOR THE DEVELOPMENT OF KEPOK BANANA FARMING (*Musa Sp*) IN THE OUTERMOST ISLANDS OF ENGGANO

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ABSTRACT

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Enggano is the outermost island of Indonesia. The village in Enggano has an agricultural area of 8.618 hectares with production in 2019 of 10.040 tonnes. This research aims (1) to identify internal and external factors in the development of bananas; (2) to analyze alternative formulations for appropriate strategies; and (3) to set strategic priorities in the developing of banana. The research began with the collection of data interviews and the distribution of angket. The data was then processed using SWOT analysis by creating the IFAS and EFAS matrix, as well as to determine the appropriate strategy using QSPM analysis. The number of respondents was 28 people (25 banana farmers, 1 food and horticultural crops, 1 land science lecturer and 1 agroecology lecturer). The results of the research are based on the IFE analysis, an internal factor that affects the development strategy of bananas on the island of Enggano from the main strength is that bananas are the best products in the island. While the main weakness is the lack of cooperation with existing partners. Based on the EFE analysis, the external factor that influences the strategy of development of banana in the islands of Enggano of the main opportunity is the high demand of the market. The appropriate strategy to use the results of the SWOT and QSPM analysis is to increase production through the expansion of land with suitable climate/weather conditions and the availability of production input and experience to meet the high demand of the market.

INTRODUCTION

The island of Enggano is one of the leading islands on the west coast of Sumatera Island. The island is located in the southern part between the islands of Semeuleu, Pula Nias, Siberut Island, and Mentawai Island. Administratively, Enggano Island is the outermost island of the Indonesian state located along the southwest side of Sumatra Island, namely Northern Bengkulu District, Bengkulu Province. Enggano Island is an ocean island and according to its geological history has never joined mainland Sumatra (LIPI, 2007). Enggano Island never joined the mainland of Sumatra, making this island ecologically unique because it is separated by the Indian Ocean and the closest distance is 133 km from the city of Bintuhan (Regen, 2011). The island of Enggano has an area of approximately 680,000 m² consisting of a small group of islands in its surroundings. Enggano Island consists of 6 defensive villages with its governance center located in Apoho Village (Bapelda Province Bengkulu, 2006). Enggano district is the outermost island that is about 12 hours away from the city of Bengkulu by boat. This shipping ship not only transports goods and agricultural products but also transports passengers. Enggano is sold to Bengkulu Province, Lampung Province and even to Java Island. Enggano Island has become the largest banana production centre in Northern Bengkulu even in Bengkulu Province. The Enggano island has the main agricultural commodity, which has experienced an increase in the amount of production by ±10.040 tons in 2019-2020 (BPS, 2020).

The village in the Enggano district has an area of 8 618 hectares which is divided into Banjarsari Village of 113 Ha, Meok Village of 358,5 Ha, Apoho Village of 60 Ha, Malakoni Village of 300 Ha, Kaana Village of 428,5 Ha and Kahyapu Village of 275 Ha. Northern Bengkulu district in particular in the island of Enggano, the dominant type of fruit is grown with 10.040 tons of peak bananas in 2019. In Enggano Island, the majority of people live as peak banana farmers. Bananas have a good quality, great size and sweet taste so different from other bananas. Enggano bananas also have the opportunity to be used by the community around. The banana commodity on the island of Enggano at the side of the economy has the potential to increase the financial income of the Enggano population. The price of the banana (in the tandan) was purchased by the tengkulak at the price of Rp 40,000-45,000 according to the grading of the bananas. Transportation from the island of Enggano using trucks range 6-7 tons / truck, the monthly number of trucks each trip about 12 trucks that carried bananas to Bengkulu Province, Lampung Province even to Java in the form of raw bananas with sea transportation means KM Perintis or Ferry.

Bananas are often found on the island of Enggano and can be an opportunity to develop the use of these bananas. However, there are many obstacles and threats faced by the Enggano plant in the cultivation of Enggano bananas such as lack of capital, lack of technology in the production process of

bananas, the management system is still very simple as a result of which the profits or losses can not be found well, the lack of cooperation with the government and the presence of diseases such as pigs that interfere with bananas crops. In addition, the main obstacle lies in transportation for its marketing. Where, the distance and means of transportation are still limited to market the bananas. The weather conditions often change to trigger the transportation of ships can not transport bananas in an optimal way. The road access in some villages on the island of Enggano is also difficult to pass by trucks and pick up cars of bananas, while bananas are products that are easily rotten and bulky so should be marketed immediately.

The condition of the island of Enggano which has many barriers and threats as well as advantages that it has many bananas-pocket commodities, so it is very necessary to formulate a strategy for the development of bananas in order to help the economy around the community. In formulating a development strategy for this decision-making, can use the SWOT and QSPM matrix analyst method. With this method can be found a formulation of alternative strategies for developing bananas. SWOT analysis is a systematic review of the farm's internal strengths and weaknesses with the environmental opportunities and threats facing the farm. So it takes a strategy to determine how our business will be different from other businesses (Richard, 2010). The focus of strategic management is on how to manage the factors that change the achievement of a business's goals (Pramudiana, 2015).

RESEARCH METHODS

The method used to determine the location of this study is by doing intentionally (purposive) in the Enggano district of Northern Bengkulu district. The study was carried out in September-October 2022.

Method of Collecting Data

The type of data used is primary data obtained through interviews and direct documentation of research respondents using questionnaires and secondary data. Secondary data obtained from government agencies related to research containing information on banana commodities on Enggano Island. The number of respondents taken was 28 respondents, namely 25 farmers, 1 agricultural service person, 1 agroecotechnology lecturer, and 1 soil science lecturer.

Data Analysis Method

SWOT Analysis

SWOT analysis is an analysis that identifies some factors in order to decide a strategy of an enterprise. SWOT analysis functions to systematically identify various factors to formulate the driving and inhibiting factors for

company/business growth and development (Permadi, 2015). This analysis is based on thinking that can increase strengths and opportunities, but at the same time can reduce weaknesses and threats (Wheelen and Hunger, 2012). The determination of the strategy of an enterprise must take into account internal factors consisting of strengths and weaknesses while external factors comprising opportunities and threats. Strategy has a multifunctional or multidimensional function and in its formulation it is necessary to consider internal and external factors facing the company (David, 2013). Therefore, important considerations about SWOT analysis need to be made.

Internal factors are incorporated into the matrix called the internal strategy factor matrix or IFAS (Internal Strategic Factor Analysis Summary). The IFAS matrix is used by assessing and weighting each data obtained about an organization's internal factors, namely strengths and weaknesses. data obtained about the internal factors of an organization, namely the strengths and weaknesses of the organization/business. owned by the organization / business (Kurniawan, 2017). External factors are integrated into a matrix known as the external strategic factor analysis matrix (EFAS). In calculating external factors (EFAS), it can also be done with an internal factor matrix (IFAS), but strengths are replaced by opportunities and weaknesses are replaced by weaknesses. (IFAS) matrix, but strengths are replaced with opportunities and weaknesses are replaced with threats (Syafaat, 2020).

Once the internal and external strategy factors matrix is completed, then the results are included in the quantitative model, i.e. the SWOT matrix to formulate the company's competitive strategy.

Table 1. Matrix of External Strategic Factors (EFAS)

External Strategic Factors	Bobot	Rating	BobotxRating
Opportunity			
Threat			
Total			

Source: SWOT Business Case Analysis, Ranking (2017)

Table 2. Matrix of Internal Strategic Factors (IFAS)

Internal Strategic Factors	Bobot	Rating	BobotxRating
Strength			
Weaknesses			
Total			

Source: SWOT Business Case Analysis, Ranking (2017)

SWOT Matrix

The SWOT matrix can clearly see how the forms of opportunities and external threats that a business is going through can be classified by strengths and weaknesses (Rangkuti, 2006). Tangkilisan (2003) added that based on SWOT matrix analysis, it can be formulated systematically between external

opportunities and threats on the one hand and internal strengths and weaknesses on the other hand. The SWOT Matrix is used as a tool for matching that results in four types of strategies: SO, WO, ST, and WT. Here are the SWOT methods for making good business planning :

Table 3. SWOT Matrix

<div> <div>Internal</div> <div>External</div> </div>	Strenght (S) Factors of internal strength: 1. Etc..	Weakness (W) Factors of internal weakness: 1. Etc..
Opportunities (O) External Factors of Opportunity: 1. Etc..	Strategi S-O Create strategies that use power to take advantage of opportunities: 1. Etc..	Strategi W-O Create strategies that overcome weaknesses by taking advantage of opportunities: 1. Etc..
Threats (T) External Factors of threats : 1. Etc..	Strategi S-T Create strategies that use power to address threats: 1. Etc..	Strategi W-T Create strategies that minimize weaknesses to avoid threats: 1. Etc..

Source: Business Case Analysis SWOT (2017)

Strategic Decision Making with Qualitative Strategic Planning Matrix Analysis (QSPM)

QSPM is an analytical tool used by strategists to evaluate various alternative strategies that will be used objectively, based on success factors both internal and external factors previously identified (Fred, 2011). The Quantitative Strategic Planning Matrix (QSPM) is an excellent tool for prioritizing key internal, external, and competitive information needed to develop an effective strategic plan (Gupta, 2015). Analysis and induction are the basis for decision-makers to formulate a strategy. QSPM conceptually determines from a variety of strategies made based on internal and external success factors. QSPM is also a profitable tool for decision-making phase analysis. QSPM analysis defines strategy by using input from EFAS and IFAS matrix analysis and matching from SWOT and IE analysis. QSPM is a matrix of the final phase in determining the framework for the analysis of strategic formulations. The matrix is intended as a tool to identify the strategic priorities that will be used in the development of bananas on the island of Enggano.

Table 4. QSPM Matrix

Primary Factor	Alternative strategies				
	Weight	Strategy I	Strategy II	Strategy III	Strategy IV
Opportunity					
1.					
2.					
Threat					
1.					
2.					
Strength					
1.					
2.					
Weakness					
1.					
2.					

Source: David (2016)

The QSPM analysis above can be seen as a reference for strategists to make decisions. Where, from the weight values produced on the table can determine what strategies will be used in analyzing the development of bananas in the island of Enggano. Alternative strategies that have the largest total value on the Q SPM matrix are the best and most accurate strategies to use (Prastiti, 2012).

RESULTS AND DISCUSSION

Characteristics of Farmers

The age. Productive age according to BPS (2015) is the population aged between 15-64 years. Banana growers are in the productive age range of 33-40 years with 14 people with 56 percent, 41-48 people with 8 percent with 32 percent and there are 3 people aged >48 years with 12 percent. This productive age group physically strongly supports work as a farmer. Productive age affects their efforts, because it will show their ability and activity in carrying out their work. With productive age, productivity in work is expected to be high and capable of managing their work to maximise production and generate profits. According to Sri (2016) stated that as the age of the worker rises, the level of productivity of the workers will increase because the workers are in the position of the productive age, and as the working age goes by, the rate of production will also decrease due to the limitation of physical and health factors affecting. This is consistent with the average life of the peak banana farmer in Table 5, which implies that most of the productivity of peak bananas on the Isle of Enggano is grown by farmers of productive age. Therefore, it is hoped that the banana peak farmers can maximize in producing bananas peak.

Education. Education is an effort made by a person in self-development in both formal and non-formal education (Alawiyah&Yuliasari, 2019). There are two types of education that are identified: formal education and informal education. The level of formal education of bananas farmers ranges from primary, secondary, upper and university education. Informal education is education outside formal education such as training, courses, etc. In general, bananas farmer primary education (SMP) is 15 people with a percentage of 60%. Bananas crops farmers mostly do not receive informal education. The low level of banana crops farmer education will undoubtedly have an impact on business performance. Low business performance, allegedly due to low farmers' level of education and work experience. This is in line with Mardikanto (1990), stating that farmers' education generally affects the way and mindset of farmers in managing business.

Members of Family. The number of family members can affect the consumption pattern of the highest household. The number of needs will increase as the number of members in the family increases (Harahap,2017). The number of family members in Table 1 is divided into three categories, namely 21 farmers or 84 % of peak bananas farmers have 2-4 family members. The number is equal to 3 farmers, or 12 % of Peak banana farmers who have 5-7 family members, and 1 farmer or 4 % who have family members >7 persons. The number of members of the family of bananas peak farmers in the island of Enggano ranges between 2-4 people, consisting of the number of dependents that may be made up of husbands, wives, children, or other family members. The number of family members plays a significant role in the management of business, generally they are one of the sources of labor for the use of bananas. According to research by Irwandi (2015) the number of family members has a positive impact, such as the contribution to household income and the availability of workforce. However, the number of family members also has a negative impact.

Experience with Bananas. The farm experience is one of the characteristics that will influence the skills, expertise and ability of entrepreneurs in the cultivation of ushatani (Kurniati&Jumanto, 2017). This experience is important for the sustainability of the bananas. Table 1 shows that 18 bananas farmers or 72% have 1-4 years of bananas farming experience. Furthermore, as many as 7 farmers or 28% of peak banana farmers have experience working for 5-8 years and no peak bananas farmer has experience working with peak for more than 8 years.

Characteristics of Expert Respondents

Table 5. Characteristics Of Expert Respondents

No	Characteristics	Total (people)	Percentage (%)
(1)	(2)	(3)	(4)
	The Age (Years)		
	26-45	0	0
	46-65	3	100
	Total	3	100
	Formal Education (Year of Education)		
	≤6	0	0
	7-12	0	0
	>12	3	100
	Total	3	100
	Non-formal education		
	1-5	1	33
	6-10	0	0
	>11	2	67
	Total	3	100
	Working time		
	10-20	0	0
	21-30	0	0
	>30	3	100
	Total	3	100

Source: Primary data processed (2022)

The respondent is an informant who knows a lot about the information that is being investigated. The respondents in this study are 3 (three) people. With the details of 1 person from the agricultural service of Bengkulu County North, and 2 people from academics (1 person lecturer of agroecology and 1 person professor of land science). Three respondents in this study were aged 46-65 with formal education >12 years.

Analysis of Kepok Banana Farms

IFAS and EFAS Matrix. The matrix of IFAS and EFAS is known when we know the internal and external factors in the use of bananas on the island of Enggano. After determining the factors, the factors are included in the Internal Strategic Factor Analysis Summary (IFAS) and the external strategic factor analysis summary (EFAS) tables for weighting and rating. Here are the tables of IFAS and EFAS for farm bananas:

Table 6. Matrix IFAS Strategy Development Banana Kepok Farm in the Island of Enggano

Internal Factor	Bobot	Rating	Skor
Strength (S)			
Bananas are an excellent product on the island of Enggano.	0,16	3,76	0,59
Quality Products	0,15	3,52	0,52
Availability of land	0,15	3,56	0,54
Experience in work.	0,12	3,32	0,41
There is institution.	0,15	4	0,58
Climate conditions are suitable for planting bananas.	0,13	3,64	0,47
Availability of agricultural production input	0,14	3,8	0,54
Total	1	25,6	3,66
Weaknesses (W)			
Lack of cooperation with existing partners	0,21	1,92	0,40
Limitation of modality	0,28	2,04	0,57
Technical development is still less	0,25	1,92	0,48
A distant marketplace.	0,26	1,72	0,45
Total	1	7,6	1,90
Total Internal Factors	2		5,56

Source: Primary data processed (2022)

The internal strategy factor analysis summary (IFAS) in Table 6 shows that the strength factor (strengths) has a value of 3.66 while the weakness factor (weakness) has the value of 1.90. It contains the meaning that based on the factors that influence in the development strategy of bananas has a strength from within that is so great but also has a weakness that is quite large and should be cautious. Such conditions give a direction to the development strategy of bananas to farmers to take advantage of the strengths and minimize the weaknesses (Sumarjani, 2014).

Calculation of internal strategy factor analysis based on Table 3. resulting in the greatest strength of bananas is the outstanding product in the island of Enggano, with a score of 0.59. While the main weakness of bananas is the lack of cooperation with existing partners with a score of 0.40, the total score of the internal strategy is 5.56. The results from Table 7 showed that the odds score was 3.63 and the threat score was 1.94 which means that the trades are still possible to develop, because their odds scores are more dominant than threat scores. Farmers should be able to anticipate such threats by improving quality and being more innovative (Hadayani, 2009).

Table 7. Matrix EFAS Strategy Development Banana Kepok Farm in the Island of Enggano

External Factor	Bobot	Rating	Skor
Opportunity (O)			
High market demand	0,32	3,6	1,15
Production of bananas.	0,29	3,76	1,08
Products made of baku bananas.	0,21	3,52	0,75
Government policy support	0,18	3,6	0,65
Total	1		3,63
Threat (T)			
Uncertain weather changes.	0,28	1,52	0,42
Hama and Disease	0,26	2,28	0,60
The fluctuating price of bananas.	0,18	2,4	0,43
Limits and limitations.	0,28	1,76	0,49
Total	1		1,94
Total external factors	2		5,57

Source: Primary data processed (2022)

Based on Table 4, the calculation of the analysis of external strategic factors produced the greatest chance of high market demand, with a score of 1.15, whereas the main threat to the use of enggano bananas is uncertain weather change with the score of 0.42. The total score of the internal strategy is 5.57.

SWOT Analysis. SWOT analysis data obtained based on the calculation of the internal and external factor weight score value on the development strategy of banana in the island of Enggano, i.e. calculation against axis X as a horizontal axis is the result of reduction between strengths and weaknesses of internal factors and calculation value Y as a vertical axis that is the chance of reduced threat. The results will be obtained the right strategy in the strategy of development of banana in Enggano Island. This, can be seen in the following table:

Table 8. Results of SWOT Analysis

No.	Item	Value is considered	Differentiated	Valued
	Strength	3,66	1,76	+
	Weaknesses	1,90		
	Opportunity	3,63	1,68	+
	Threat	1,94		

Source: Primary data processed (2022)

The previous SWOT analysis can be used as a basis in determining the strategy. The SWOT matrix is built on the results of the analysis of both internal and external strategic factors consisting of strengths, weaknesses, opportunities, and threats. The results of the analysis on the SWOT matrix are

obtained (1,76;1,68) which coordinates in the Quadrant I are aggressive strategies.

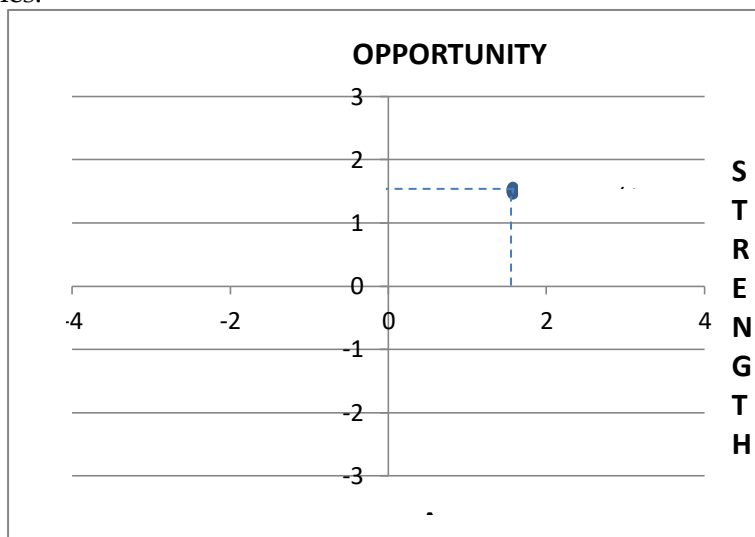


Figure 1
Diagram of SWOT analysis

The SWOT diagram in Figure 1 shows clearly that in the development of the banana straw has a greater internal factor that is the strength and value of the most external factor is the opportunity. the development of bananas peak is on the quadrant 1 by SWOT analysis. this quadrant 1 is a very beneficial situation. where, development of banana peak peak has a strong strength and can rely on the possibility that there is so that the plant can grow with the pessat. Therefore, with the internal and external conditions on the development strategy, this strategy uses SO: using power to exploit opportunities to support aggressive (growth-oriented strategy).

Table 9. Results of the SWOT Matrix Analysis Of The Strategy For The Development Of Bananas On The Island Of Enggano

	Internal		Strength (S)		Weakness (W)	
External			1.Bananas are a top product on the island of Enggano.		1.Lack of cooperation with existing partners	
			2.Quality Products		2.Limitation of modality	
			3.Availability of land		3.Technical development is still less	
			4.Experience in work.			
			5.There is institution.		4.A distant marketplace.	
			6.Climate conditions are suitable for planting bananas.			
			7.Availability of agricultural production input			

Continued Table 9

Opportunities (O)	Strategi S-O	Strategi W-O
1. High market demand 2. Production of bananas. 3. Products made of baku bananas. 4. Government policy support.	Create strategies that use power to take advantage of opportunities: 1. Increase production through expansion of land with suitable climate/weather conditions and availability of production input and experience to meet high market demand (S1,S2,S3,S4,S6,O1,O2) 2. Take advantage of existing government policies and optimize farm groups by intensifying training to improve farmers' training and skills (S3,O3,O4)	Create strategies that overcome weaknesses by taking advantage of opportunities: 1. Increase cooperation with existing partners and utilize the production of bananas to make processed products that contain bananas, so that farmers can obtain a higher added value in order to reach a distant marketing reach.(W1,W4,O1,O2) 2. Provide usahatani capital through KUR or credit and conduct training-training on good and correct culture technology according to the government's regulations. (W2, W3, O4)
Threats (T)	Strategi S-T	Strategi W-T
1. Uncertain weather changes. 2. Hama and Disease 3. The fluctuating price of bananas. 4. Limits and limitations.	Create strategies that use power to address threats: 1. The experience of farmers in harvesting bananas is long-standing so that it can cope with various attacks of pests and diseases.(S4,T2) 2. The existence of farm groups and Gapoktan as a communication and construction container for farmers, can facilitate the opening of access and opportunities for cooperation with institutions capable of accommodating farmers' output andining price stability. (S5,T3) 3. Providing means and facilities for both the production of bananas and to know the changes in the weather to increase the production. (S1,S2,T4)	Create strategies that minimize weaknesses to avoid threats: 1. Attempting to increase the production of peach bananas by providing means and prasarana through the creation of an easy funding agency for farmers so that the production in the Enggano district can compete with the manufacture of peak bananas outside the territory. (W2,T4)

Source: Primary data processed (2022)

There are four alternative strategies for the development of bananas on the island of Enggano based on the analysis of Table 9. above, to be more clearly described as follows:

1. Strategy S-O (Strengths- Opportunities)

a) Increase production through expansion of land with suitable climate/weather conditions and availability of production input and experience to meet high market demand (S1,S2,S3,S4,S6,O1,O2)

b) Take advantage of existing government policies and optimize farm groups by intensifying training to improve farmers' training and skills (S3,O3,O4)

2. Strategy W-O (Weaknesses-Opportunities)

a) Increase cooperation with existing partners and utilize the production of bananas to make processed products that contain bananas, so that farmers can obtain a higher added value in order to reach a distant marketing reach. (W1,W4,O1,O2)

b) Provide usahatani capital through KUR or credit and conduct training-training on good and correct culture technology according to the government's regulations. (W2, W3, O4)

3. Strategy S-T (Strengths-Threats)

a) The experience of farmers in harvesting bananas is long-standing so that it can cope with various attacks of pests and diseases. (S4,T2)

b) The existence of farm groups and Gapoktan as a communication and construction container for farmers, can facilitate the opening of access and opportunities for cooperation with institutions that are able to accommodate farmers' output and maintain the stability of banana prices. (S5,T3)

c) Providing means and facilities for both the production of bananas and to know the changes in the weather to increase the production. (S1,S2,T4)

4. Strategy W-T (Weaknesses-Threats)

a) Attempting to increase the production of peach bananas by providing means and prasarana through the creation of an easy funding agency for farmers so that the production in the Enggano district can compete with the manufacture of peak bananas outside the territory. (W2,T4).

Analysis of QSPM. The QSPM matrix aims to identify the priority strategies that can be applied to the company. The QSPM matrix uses weight values and Attractive Score (AS) values in which the values are obtained from respondents through questionnaire filling. After calculating the US value (Attractive score), it continues with the calculation of the TAS (Total Attractiveness Score). According to David (2009), the strategy with the largest TAS value becomes the primary priority.

TAS values are obtained from the aggregation of the weight value of each factor with the US value on each factor. After obtaining several alternative strategies from the SWOT analysis, then the alternative strategy is included in the QSPM (Quantitative Strategic Planning Matrix) analysis. In QSPM analysis, alternative strategies with the highest Value of Attractive Scores (TAS) will be defined as the best alternative strategy for the development of bananas in the

Enggano district. The results of the QSPM analysis can be seen in the following table:

Table 10. Results of QSPM Matrix Analysis

Alternative strategies	TAS(<i>Total Attractive Scores</i>)	The level
Strategy S-O		
a. Increase production through expansion of land with suitable climate/weather conditions and availability of production input and experience to meet high market demand (S1,S2,S3,S4,S6,O1,O2)	12,20	I
b. Take advantage of existing government policies and optimize farm groups by intensifying training to improve farmers' training and skills (S3,O3,O4)	11,51	II
Strategy W-O		
a. Increase cooperation with existing partners and utilize the production of bananas to make processed products that contain bananas, so that farmers can obtain a higher added value in order to a long range of marketing. (W1,W4,O1,O2)	10,80	III
b. Provide usahatani capital through KUR or credit and conduct training-training on good and correct culture technology according to the government's regulations.(W2, W3, O4)	10,53	IV
Strategy S-T		
a. The experience of farmers in harvesting bananas is long-standing so that it can cope with various attacks of pests and diseases. (S4,T2)	10,19	VI
b. The existence of farm groups and Gapoktan as a communication and construction container for farmers, can facilitate the opening of access and opportunities for cooperation with institutions that are able to accommodate farmers' output and maintain the stability of banana prices. (S5,T3)	10,08	VII
c. Providing means and facilities for both the production of bananas and to know the changes in the weather to increase the production. (S1,S2,T4	9,90	VIII

Continued Table 10

Strategy W-T		
a. Attempting to increase the production of peach bananas by providing means and prasarana through the creation of an easy funding agency for farmers so that the production in the Enggano district can compete with the manufacture of peak bananas outside the territory. (W2,T4).	10,44	V

Source: Primary data processed (2022)

QSPM matrix analysis based on Table 6 can be seen that alternative strategies with the highest value of attractiveness / TAS can be applied in the development of banana strawberries in the Enggano district, which is to increase production through the expansion of land with suitable climate / weather conditions and the availability of production input and experience to meet the high demand of the market with the value of TAS of 12.20. This is in accordance with the results of SWOT analysis, which includes in the quarter 1 market development, market penetration, as well as the integration of the future of a business. In this case, it can make an effort to increase the productivity of land such as empty land and parkland land. In addition to balancing the market, farmers can create added value from enggano banana products such as bananas, bananas chips, etc.

CONCLUSIONS AND POLICY IMPLICATIONS

Conclusions

1. Based on the results of the analysis of IFE (Internal Factor Evaluation) and EFE (External Factors Evaluating) on the strategy of development of bananas in the island of Enggano is:

a. IFE analysis (Internal Factor Evaluation), internal factors that influence the strategy of development of banana groceries in the island of Enggano are excellent products, quality products, land availability, business experience, the presence of institutions, suitable climate/weather, availability of production input, lack of cooperation of partners, capital constraints, less application of technology, and distant marketing reach.

b. External Factor Evaluation (EFE) analysis, external factors that influence the development strategy of banana grocery in the island of Enggano, namely high market demand, the production center of bananas groceries, the development of processed products, government policy support, uncertain weather changes, pests and diseases, fluctuating banana prices, restrictions on means and prices.

2. Based on the results of SWOT method analysis using SWOT alternative strategy diagram to be used in the development of bananas peak is the S-O

strategy on the Quadrant I. This is a very advantageous situation. In the development strategy usahatani bananas use the strategy SO: using the power to exploit the opportunity to support the aggressive (growth-oriented strategy). 3. Based on the analysis of the QSPM method, the priority of the appropriate strategy to be carried out in the development of banana strawberries in the island of Enggano is to increase production through the expansion of land with suitable climate/weather conditions and the availability of production input and experience to meet the high demand of the market.

Suggestion

1. The government or the Agriculture Office should maximize programs both counseling or other policies in order to help the development of banana farming in Enggano Out Island.
2. Banana kepok farmers should partner with existing institutions and companies because it has many advantages.
3. Kepok banana farmers should innovate to make processed kepok banana products in order to create added value so that they can help the economy. the farmer's economy

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