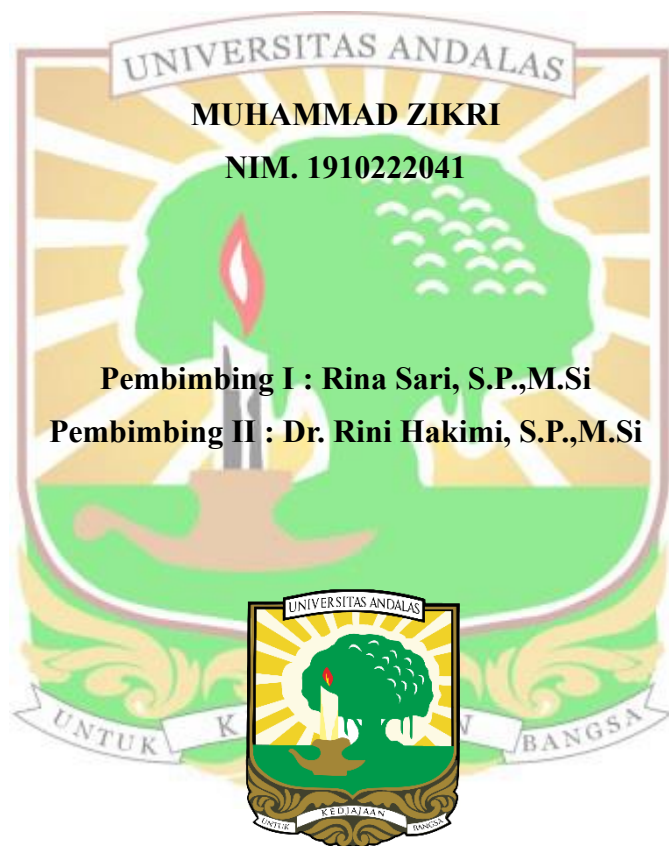


**STRATEGI PENGEMBANGAN SUB TERMINAL AGRIBISNIS (STA)
DI KOTA PADANG PANJANG**

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STRATEGI PENGEMBANGAN SUB TERMINAL AGRIBISNIS (STA) DI KOTA PADANG PANJANG

ABSTRAK

Penelitian ini bertujuan untuk melihat kondisi faktor internal (kekuatan dan kelemahan) dan faktor eksternal (peluang dan ancaman) pada STA GMB serta merumuskan alternatif strategi pengembangan yang cocok untuk STA GMB. Metode analisis data yang digunakan berupa analisis matriks EFE dan IFE, matriks SWOT dan matriks QSPM. Berdasarkan hasil penelitian diperoleh nilai EFE sebesar 2,65 artinya STA GMB merespon dengan kuat terhadap peluang dan ancaman yang muncul serta nilai IFE sebesar 2,57 artinya STA GMB memiliki posisi internal yang kuat. Perumusan strategi yang dihasilkan pada analisis SWOT adalah sebagai berikut (1) : Menjalinkan hubungan dalam bentuk mitra antara STA GMB dengan lembaga pertanian, lembaga ekonomi, berbagai pasar dan usaha, (2) : STA GMB dapat membentuk lembaga keuangan seperti LKMA dan berkolaborasi dengan pemerintah dalam optimalisasi SDM STA GMB, (3) : Meningkatkan sosialisasi mengenai STA GMB, pasar dan budidaya pertanian sesuai GAP (*Good Agricultural Practices*) dengan memanfaatkan sarana dan prasarana yang dimiliki STA GMB, (4) : Memanfaatkan teknologi yang dapat meningkatkan kualitas operasionalisasi STA GMB dan komoditi pasokan agar dapat bersaing. Sedangkan hasil analisis QSPM, maka diperoleh nilai paling tinggi pada strategi I (TAS = 6,92) artinya strategi I merupakan strategi prioritas utama yang dapat diimplementasikan pada STA GMB.

Kata Kunci: Eksternal Internal, STA GMB, Strategi Pengembangan



**AGRIBUSINESS SUB TERMINAL DEVELOPMENT STRATEGY (STA)
IN THE CITY OF PADANG PANJANG**

ABSTRACT

This research aims to look at the condition of internal factors (strengths and weaknesses) and external factors (opportunities and threats) at STA GMB and formulate alternative development strategies that are suitable for STA GMB. The data analysis method used is an analysis of the EFE and IFE matrix, the SWOT matrix and the QSPM matrix. Based on the results of the research, the EFE value of 2.65 means that STA GMB responds strongly to emerging opportunities and threats and IFE value was 2.57, meaning that STA GMB has a strong internal position. The formulation of the strategy produced in the SWOT analysis is as follows (1): Establish relationships in the form of partners between STA GMB and agricultural institutions, economic institutions, various markets and businesses, (2): STA GMB can form financial institutions such as LKMA and collaborate with the government in optimizing the human resources of STA GMB, (3): Improving socialization regarding STA GMB, markets and agricultural cultivation according to GAP (Good Agricultural Practices) by utilizing the facilities and infrastructure owned by STA GMB, (4) : Utilizing technology that can improve the operational quality of STA GMB and supply commodities in order to be competitive. While the results of the QSPM analysis, the highest score was obtained on strategy I (TAS = 6.92) meaning that strategy I is the top priority strategy that can be implemented at STA GMB

Keywords: *External Internal , STA GMB, Strategic Development*

