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Yayun Farm Business Development Strategy Using SWOT and AHP Analysis

Jadid Abda Sabillah[1], Danu Indra Wardhana[1*], Andika Putra Setiawan[1]
[1]Universitas Muhammadiyah Jember; danuindra@unmuhjember.ac.id

*Correspondence: Danu Indra Wardhana
Email: danuindra@unmuhjember.ac.id

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Abstract: Jember Regency has laying chicken egg in 2021 amounting to 12,223,473/kg, Balung District became the highest egg producing area reaching 2,235,266/kg. In the following year, productivity increased, and the production of laying chicken eggs in 2022 amounted to 12,251,219/kg. Balung District still become the district with the highest egg production in Jember which amounted to 2,240,340/kg. Yayun Farm is one of the small-scale laying breed chicken farming businesses in Balung District which has been running for a long time and has a high commercial value, namely the large consumer demand for eggs. However, Yayun Farm still experienced several problems in developing its business. So the purpose of this study is to find out internal and external factors, alternative strategies, and strategic priorities in developing the Yayun Farm business. The results of the research in the SWOT analysis stated that the position of Yayun Farm is located in quadrant I, where the chosen strategy is the Strength/Opportunities (SO). With limited resources to implement alternative strategies simultaneously, AHP analysis is carried out to find strategic priorities from alternative strategies obtained from SWOT. The priority of the strategy selected with the highest weight is to improve and maintain product quality and quantity (0.667371852). The implementation of this strategy aims to maximize the potential possessed by Yayun Farm, even though there are limited development funds, farm operations can still develop and become better.

Keywords: Farm, Chicken, Strategy, SWOT, AHP

INTRODUCTION

Jember Regency has laying chicken egg in 2021 amounting to 12,223,473/kg, Balung District become the highest egg producing area reaching 2,235,266/kg [1]. In the following year, productivity increased, and the production of laying chicken eggs in 2022 amounted to 12,251,219/kg. Balung District still become the district with the highest egg production in Jember which amounted to 2,240,340/kg [2]. Yayun Farm is one of the small-scale laying breed chicken farming businesses in Balung District, Jember Regency. This business has been running for quite a long time and has a high commercial value, namely the large consumer demand for eggs. However, Yayun Farm still experiencing several problems in developing its business, one of them is that it has not been able to meet the number of existing consumer demands. Yayun Farm strategy in meeting consumer needs is to increase the supply of eggs from other farmers to meet consumer needs. The lack of business capital is the reason why this strategy is still implemented by Yayun Farm's. If this strategy is still used, it will be a threat to Yayun Farm itself, because there will be many competitors in the same business that will grow rapidly and will dominate the market. Yayun Farm also still had a problem in egg marketing. Yayun Farm still implement traditional marketing, namely consumers who want to buy eggs must come to Yayun Farm. If Yayun Farm still applied traditional marketing, then it will be a factors that make it difficult for this business to develop. The development of marketing by selling in the modern market will increase the value of

Yayun Farm itself. Another problem faced by Yayun Farm is the implementation of inefficient and non-optimal management. In cage management at Yayun Farm, there is no structured cage maintenance operational standard to be implemented. Improper cage management will impact the health of chickens and egg production. Furthermore, there are several common issues faced by laying breed chicken farmers. Common problems and include management of care, nutrition, feeding management, and inadequate health monitoring of the laying breed hens, resulting in decreased egg production. [3]. In addition, other common problems are the lack of standard information on feed nutrient needs, feed quantities and feed conversions, and livestock/crop marketing [4]. In addition, pests and diseases in laying breed hens are one of the big problems faced by farmers in Indonesia [5].

Based on this, it is necessary to update the strategy for Yayun Farm for its business development. In this case, it will apply SWOT and AHP methods to find strategic priorities in the development of Yayun Farm. The advantages of SWOT analysis can identify the position of the company/institution to develop a strategy through internal and external factors of the company [6]. Meanwhile, the advantages of using the AHP method compared to other methods lies in its ability to solve problems that are multi-objectivity with multiple criteria [7]. Its high flexibility, especially in creating hierarchies, allows the AHP model to capture several goals and several criteria at once in a model or a hierarchy [8]. By using the SWOT matrix, it will be possible to provide conclusions about the appropriate alternative strategies for developing laying breed chicken farming businesses. AHP is used to determine the priority of the strategies used from several alternative strategies obtained from SWOT. The results obtained from these two methods will be more effective and efficient strategy, thus can be applied to develop the Yayun Farm business with the hope of meeting egg demand and strengthening its commercial value.

The objectives of this study are (1) To know the internal and external factors that affect the success of Yayun Farm business development (2) To know the alternative strategies in the development of Yayun Farm business (3) To know the strategic priorities in the development of Yayun Farm business.

METHOD

2.1 Place and Time of the Research

This data collection was carried out at the laying chicken brred Yayun Farm located in Balung District, Jember Regency. Data processing carried out at the Agroindustry Processing Laboratory, University of Muhammadiyah Jember. The time of this research taken place from March to May 2024.

2.2 Tools and Materials

This research uses tools, namely questionnaires and laptop hardware. Data processing in SWOT and AHP analysis using Microsoft Excel. The material used in this study is primary data obtained from observations, interviews, and brainstorming. Secondary data from previous research, statistical data, and related documents.

2.3 Research Stages

The stages of the research are:

1. Identify Problems
   This research stage begins with a preliminary study which includes observation, interviews, brainstorming, and literature studies to explore the problems faced by Yayun Farm and general problems faced by other farmers.
2. Strategy Formulation with SWOT
   The next stage is data analysis by utilizing the SWOT method to find alternatives to the selected strategy.

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3. Strategy Prioritization with AHP

The final stage is to find strategic priorities from several alternative strategies obtained from the SWOT analysis.

2.4 Data Collection Methods

Data collection techniques carried out by observation, interviews, brainstorming, and questionnaires to the experts. Observations were carried out directly in the laying chicken breed Yayun Farm business. Interviews and brainstorming were carried out with the owners of Yayun Farm. The questionnaire was given to the experts to determine the weight value of SWOT and AHP. In the questionnaire, 5 experts were used, namely the owner of the Yayun Farm, customers, other laying breeds chicken egg industry in Balung, Lecturer of Agricultural Industrial Technology at the University of Muhammadiyah Jember, and Department of Food Security and Livestock.

2.5 SWOT Analysis Methods

The SWOT analysis method begins with data analysis by utilizing the IFAS and EFAS matrices. The results are in the form of weights on each indicator used for calculation in determining the SWOT quadrant that describes the company's position. After that an analysis of the SWOT matrix is carried out based on the position of the quadrant to obtain alternative strategies.

2.6 AHP Analysis Methods

The AHP method is used to find strategic priorities from several alternative strategies obtained from SWOT analysis. The first step is to prepare a hierarchy with 3 levels consisting of objectives, criteria, and alternative strategies. After identifying these three levels of hierarchy, then weighting is done by experts and calculated using Microsoft Excel software. To determine the priority, the strategy is selected based on the highest weight value of each alternative. This is by combining expert assessments calculated with paired comparisons to obtain alternative priority results for Yayun Farm business development strategies.

RESULTS AND DISCUSSION

3.1 Company Profile

Yayun Farm is a micro-scale farm engaged in laying breed chicken farming located on Jalan Bawean Igir-igir, Balung Lor Village, Balung District. Yayun Farm's was founded by Ronal Sofyan the husband of Yayun Ilafah. Previously, Yayun Farm was engaged in broiller chicken farming in 2017. However, as time goes by, in 2019 this farm switched to cultivation to a laying hen farm that produces products in the form of eggs. The reason behind this is the number of laying hen farmers in Balung District is growing rapidly. In addition, the potential for laying breed chicken farms is quite large. It can be seen from the huge amount of demand for eggs. The number of chickens raised at the beginning of its establishment was 150 and then expanded to 500. Now the result of one day of production is + 25 kg of eggs. At the beginning of his establishment, he tried to market his eggs to markets and grocery stores so that people knew that he raised laying hens and since then he has no longer marketed his eggs to the market because consumers immediately come to his home. The condition of Yayun Farm can be seen in Figure 1.

Figure 1. Condition of Yayun Farm

3.2 Strategy Formulation with SWOT

a) Analysis of Internal and External Factors

After conducting a preliminary study with several experts who have been determined, data is obtained which is then grouped into factors in the SWOT matrix. The following is an analysis of internal factors (strengths, weaknesses) and external factors (opportunities, threats) in Yayun Farm as shown in Table 1.

Table 1. Internal dan external factors of Yayun Farm

No.	Internal Factors	
	Strengths	**Weaknesses**
1.	Self-feed blending/self-feed milling to streamline production costs	Production has not met market demand
2.	Market-standard/good eggs produced	The financial bookkeeping system is not neat
3.	Relationships with partnerships and customers are excellent	Limited capital for business expansion
4.	Strategic cultivation location and large land	The eggs is easily damaged (perishable)
5.	Have business legality/license	There are no SOP standards and product quality standards yet
6.	Implement good cage management and maintenance	Farms is often faced with high-production inputs
7.		Sanitation and hygiene have not been implemented
8.		Uncertainty of egg price information
9.		Promotions that have not been maximized
10.		The production process is not efficient, due to unprofessional employees
11.		Lack of human resources
12.		Farms still use traditional technology
No.	**External Factors**	
	Opportunities	**Threats**
1.	Market demand for eggs is quite high	Fluctuations in feed prices

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	2. Ease of marketing eggs through social media	Fluctuations in egg prices
	3. Public awareness of the need for protein is quite high	Spread of disease outbreaks
	4. The poultry sector remains in a critical state	Many competitors have a higher commercial value
	5. The emergence of micro-scale businesses that use egg raw materials	The emergence of new competitors
	6. Government policies that support the poultry industry	Climate and weather are unpredictable
	7. Becoming an egg supplier in supermarkets and malls	

b) IFAS and EFAS Matrix

The IFAS matrix is a matrix obtained from the formulation of internal factors in the form of strengths and weaknesses in Yayun Farm. In the IFAS matrix, there are ratings obtained from the opinions of experts. With the provision of giving significant (meaningful/important) values, namely 4 (very significant), 3 (significant), 2 (insignificant), and 1 (very insignificant). As well as the provisions for giving rating values for the strength factor, namely 4 (big strength) and 3 (small strength), while for the weakness factor, namely 2 (small weakness) and 1 (big weakness) [9]. The significant value obtained from the expert on each indicator is summed up as a whole (strength and weakness factor). After that, finding the weight is done by dividing the number of significant values per indicator by the total number of significant values on the IFAS (strength and weakness factor). Meanwhile, the rating value is obtained from the average score given by experts. After obtaining the weight and rating values, then the weight value is multiplied by the rating. The result of the multiplication is summed to obtain the total value of strength and the total value of weakness. The following is a recapitulation of the results of the IFAS matrix can be seen in Table 2.

Table 2. IFAS matrix recapitulation

No	Strengths	N1	N2	N3	N4	N5	Sum	Weight	Rating	Weight x Rating
1.	Self-feed blending/self-feed milling to streamline production costs	4	3	3	3	3	16	0,052	3	0,1553
2.	Market-standard/good eggs	4	4	4	4	3	19	0,061	4	0,2459

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3.	produced Relationships with partners and customers are excellent	4	4	4	4	4	20	0,065	4	0,2588
4.	Strategic cultivation location and large land	4	3	4	3	3	17	0,055	4	0,2200
5.	Have business legality/license	4	4	4	3	3	18	0,058	4	0,2330
6.	Implement good cage management and maintenance	4	4	4	3	3	18	0,058	4	0,2330
Total							**108**	**0,35**		**1,3462**

No	**Weaknesses**	**N1**	**N2**	**N3**	**N4**	**N5**	**Sum**	**Weight**	**Rating**	**Weight x Rating**
1.	Production has not met market demand	4	3	3	3	3	16	0,052	2	0,1035

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2.	The financial bookkeeping system is not neat	4	4	4	3	3	18	0,058	1	0,0582
3.	Limited capital for business expansion	3	4	4	3	3	17	0,055	2	0,1100
4.	The nature of eggs is easily damaged (perishable)	4	4	3	3	3	17	0,055	1	0,0550
5.	There are no SOP standards and product quality standards yet	4	4	4	3	3	18	0,058	2	0,1165
6.	Farms is often faced with high-production inputs	4	3	3	4	3	17	0,055	2	0,1100
7.	Sanitation and hygiene have not	3	4	4	3	3	17	0,055	2	0,1100

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	been implemented									
8.	Uncertainty of egg price information	3	4	3	3	3	16	0,052	2	0,1035
9.	Promotions that have not been maximized	3	3	4	3	3	16	0,052	2	0,1035
10.	The production process is not efficient, due to unprofessional employees	3	4	4	3	3	17	0,055	2	0,1100
11.	Lack of human resources	3	4	3	3	3	16	0,052	2	0,1035
12.	Farms still use traditional technology	3	3	4	3	3	16	0,052	2	0,1035
Total							**201**	**0,65**		**1,1877**
Overall Total							**309**	**1,00**		**2,5339**

Based on Table 2, it can be seen that the total weight score of internal factors which includes strengths and weaknesses is 2.5339. From the table, it can also be seen that the strength factor has a total strength value, which amounts to 1.3462, which has the highest value of 0.2588, namely the relationship

with partnerships and good customers. Meanwhile, the total value of weakness is 1.877 with the highest score of 0.1165, namely there are no SOP standards and product quality standards.

The EFAS matrix is a matrix obtained from the formulation of external factors in the form of opportunities and threats to Yayun Farm. In the EFAS matrix, there are ratings obtained from the opinions of experts. With the provision of giving significant (meaningful/important) values, namely 4 (very significant), 3 (significant), 2 (insignificant), and 1 (very insignificant). As well as the provisions for giving rating values for the strength factor, namely 4 (big opportunity) and 3 (small chance), while for the weakness factor, which is 2 (small threat) and 1 (big threat) [9]. The significant value obtained from the expert on each indicator is summed up as a whole (opportunity and threat factors). After that, the weight is done by dividing the number of significant values per indicator by the total number of significant values in EFAS (opportunity and threat factors). Meanwhile, the rating value is obtained from the average score given by experts. After obtaining the weight and rating values, then the weight value is multiplied by the rating. The result of the multiplication is summed to obtain the total value of the opportunity and the total value of the threat. The following is a recapitulation of the results of the EFAS matrix can be seen in Table 3

Table 3. EFAS matrix recapitulation

No	Opportunities	N1	N2	N3	N4	N5	Sum	Weight	Rating
1.	Market demand for eggs is quite high	4	4	4	4	3	19	0,086	4
2.	Ease of marketing eggs through social media	3	3	3	3	3	15	0,068	3
3.	Public awareness of the need for protein is quite high	3	4	4	3	3	17	0,077	4
4.	The poultry sector remains in a critical state	4	4	4	3	3	18	0,081	4
5.	The emergence of micro-scale businesses that use egg raw materials	3	3	4	3	3	16	0,072	4
6.	Government policies that support the poultry industry	3	4	4	3	3	17	0,077	4
7.	Becoming an egg supplier in supermarkets and malls	3	3	4	3	3	16	0,072	3
	Total						118	0,534	
No	**Threats**	**N1**	**N2**	**N3**	**N4**	**N5**	**Sum**	**Weight**	**Rating**
1.	Fluctuations in feed prices	3	4	4	3	3	17	0,077	1
2.	Fluctuations in egg prices	3	4	4	3	3	17	0,077	1
3.	Spread of disease outbreaks	4	4	4	3	3	18	0,081	1
4.	Many competitors have a higher commercial value	3	3	3	4	3	16	0,072	2

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5.	The emergence of new competitors	3	3	4	3	3	16	0,072	2
6.	Climate and weather are un-predicatble	4	4	4	3	4	19	0,086	1
Total							**103**	**0,462**	
Overall Total							**221**	**1,00**	

Based on Table 4.3, it can be seen that the total weight score of external factors which includes opportunities and threats is 2,606. From the table, it can also be seen that the opportunity factor has a total opportunity value, which amounts to 1.9954, which has the highest value of 0.3438, which means the market demand for eggs is quite high. Meanwhile, the total value of threats amounted to 0.6108 with the highest value of 0.1147, namely the number of competitors having a higher commercial value and the emergence of new competitors.

c) Company positioning

To determine the position of the farm is carried out by implementing it in the SWOT quadrant. The first step taken is to determine the coordinates. The value used for the coordinate determination process is obtained from the total value per factor (strength, weakness, opportunity, threat). Here's how to find a coordinate point:

IFE = total strength – total weakness
= 1,3462 - 1,1877
= 0,16 (x)
EFE = total opportunity – total threat
= 1,9954 - 0, 6108
= 1,38 (y)

After obtaining the coordinates, the next step is to determine the strategy in the form of determining the position of the quadrant in the SWOT analysis diagram. The determination of this SWOT diagram serves to determine the position of the strategy to be implemented. Whether the strategy is found in quadrants I, II, III, or IV. This quadrant serves to determine and identify whether the strategy is aggressive, diversified, turn-around, or defensive [10]. The following in Figure 2 is the quadrant position obtained based on the coordinate points.

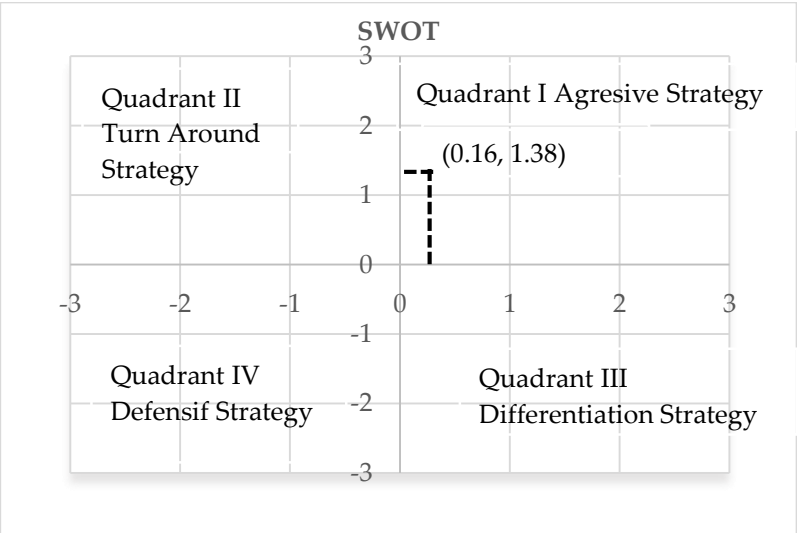

Figure 2. Quadran SWOT Yayun Farm

Based on the figure, it states that the position of the quadrant is in quadrant I/aggressive strategy. Quadrant I is a very profitable situation where the strategy that must be applied in this condition is to support an aggressive growth policy (growth-oriented strategy) by taking advantage of existing opportunities and strengths owned by farms [11].

d) SWOT Matrix

This matrix describes opportunities and external threats by adjusting the strengths and weaknesses possessed by Yayun Farm to produce strategy formulations. The SWOT matrix produces four alternative strategies, namely S-O (Strength and Opportunities), W-O (Weakness and Opportunities), S-T (Strength and Threats), and W-T (Weakness and Opportunities) strategies. [6]. The results of the SWOT matrix can be seen in the following Table 4.

Table 4. SWOT Matrix

IFAS / EFAS	*Strengths* (S)	*Weakness* (W)
	1. Self-feed blending/self-feed milling to streamline production costs 2. Market-standard/good eggs produced 3. Relationships with partnerships and customers are excellent 4. Strategic cultivation location and large land 5. Have business legality/license 6. Implement good cage management and maintenance	1. Production has not met market demand 2. The financial bookkeeping system is not neat 3. Limited capital for business expansion 4. The nature of eggs is easily damaged (perishable) 5. There are no SOP standards and product quality standards yet 6. Farms is often faced with high-production inputs 7. Sanitation and hygiene have not been implemented 8. Uncertainty of egg price information 9. Promotions that have not been maximized 10. The production process is not efficient, due to unprofessional employees 11. Lack of human resources 12. Farms still use traditional technology
Opportunity (O) 1. Market demand for eggs is quite high 2. Ease of marketing eggs through social media 3. Public awareness of the need for protein is quite high 4. The poultry sector remains in a critical state 5. The emergence of micro-scale businesses that use egg raw materials 6. Government policies that support the poultry industry 7. Becoming an egg	SO 1. Maximizing feed milling (S1, O1, O4) 2. Utilizing large areas of land by increasing the supply of chickens and cages with the help of Financial Institutions and Government Institutions (S4, S5, S6, O1, O6) 3. Improve and maintain product quality and quantity (S2, S6, O1, O5, O7) 4. Add and maintain existing distribution networks (S3, O5, O7) 5. Utilizing technology in marketing products (S3, O2, O3)	WO 1. Maximizes marketing through increased promotion, mainly through social media (W9, O2, O3) 2. Plan standard operating procedures that prioritize effectiveness and efficiency (W1, W4, W5, W10, O1, 05) 3. Borrowing capital to improve advice and infrastructure (W3, O1, O6) 4. Utilization of government agency support for the procurement and use of technology (W6, W12, O1) 5. Make financial reports (W2, O4) 6. Apply sanitation and

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supplier in supermarkets and malls		hygiene (W7, O7) 7. Adjusting the amount of labor to the existing supply of chickens (W11, O1)
Threats (T) 1. Fluctuations in feed prices 2. Fluctuations in egg prices 3. Spread of disease outbreaks 4. Many competitors have a higher commercial value 5. The emergence of new competitors 6. Climate and weather are unpredictable	ST 1. Increase feed milling productivity (S1, T1) 2. Maintain product quality (S2, T2) 3. Maintain good relationships with consumers/customers with attractive services and offers (S3, T4, T5) 4. Routine vaccination and cage maintenance (S2, S6, T3, T6) 5. Cooperate with relevant governments to control diseases due to outbreaks and uncertain weather (S5, T3, T6)	WT 1. Improving and maximizing existing technology (W1, W12, T1, T2) 2. Establishing operational standards and administering vaccines (W5, W10, T3, T6) 3. Provide training and guidance for the workforce (W10, T4, T5) 4. Maximizing social media and services in promotion (W9, T4, T5) 5. Improvement of management and organization of the company (W1, W2, W6, W7, W11, T1, T2)

According to the strategic position obtained in quadrant I, the strategic priority is focused on the Strength-Opportunity (SO) strategy, which is used the strengths possessed to utilize internal strengths and take advantage of external opportunities as much as possible. The formulation of the core strategy that can be used as a development strategy at Yayun Farm as follows:

1. Maximizing feed milling
   This can minimize production costs when buying instant feed. In addition, with this strategy, the nutritional needs of chickens can be controlled and improved. Making feed itself will save production costs while providing a guarantee of feed availability when feed prices are high [12].
2. Utilizing large areas of land by increasing the supply of chickens and cages with the help of Financial Institutions and Government Institutions
   This strategy is very effective and efficient to implement because it can answer the problems faced by Yayun Farm regarding not being able to meet consumer needs. Increasing the number of chickens and cages can increase the productivity of Yayun Farm. The increase in the number of cages and the scale of livestock business in increasing production and improving the quality of layer chicken egg products through strengthening farmers' capital to cultivate patterns as recommended [13].
3. Improve and maintain product quality and quantity
   This strategy is the key to maintaining the image of Yayun Farm and can be an important value to improve in competing with competitors in terms of increasing market share. Laying chicken egg farming will be able to develop well if it can increase market share by increasing the quantity and quality of products [14].
4. Supply and maintain existing distribution networks
   By implementing this strategy, it can expand the market of Yayun Farm which will also have an impact on marketing expansion. The existence of a distribution network is very important to maintain and maintain its existence. Because it has a great influence on the expansion of the marketing of its products [15].
5. Utilizing technology in marketing products
   This strategy takes advantage of technological advancements to gain a higher market share. Making innovations or something different from the way marketing has been carried out so far by utilizing technology, namely developing the market to the digital market, where this is one way to expand the market so that the business keeps moving, even the results can be maximized [16].

3.3 Strategic Prioritization with AHP

a) Hierarchy

The structure in this study consists of three levels, as follows:

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1. Goals
   Level 1 is the goal of this study, namely the development of Yayun Farm business development strategy. The factor for determining the priority of Yayun Farm business development strategy is at the top of the hierarchy (level 1). This factor is the focus of all factors considered in determining business development priorities.
2. Criteria
   Level 2 is the determining criteria, the criteria are determined by expert consideration. In this case, the criteria set include product quality improvement, management improvement, production systems improvement, and partnerships improvement.
3. Alternative Strategies
   Level 3 is an alternative strategy obtained from the SWOT method that has been carried out.

The hierarchical arrangement of the Yayun Farm business development strategy can be seen in Figure 3.

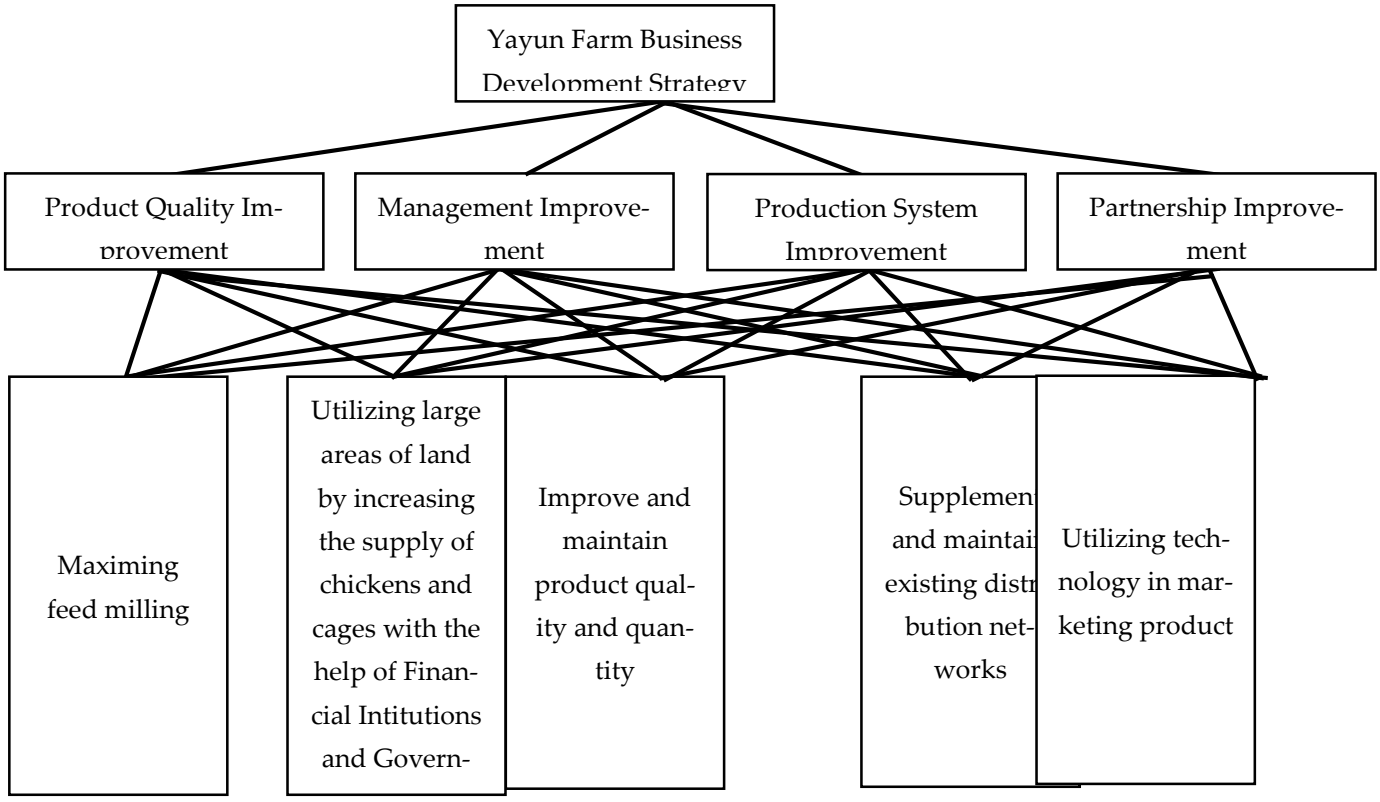

Figure 3. Hierarchical arrangement

b) Weighting

After identifying these three levels of hierarchy, then weighting is done by experts and calculated using Microsoft Excel software. The criteria and alternative levels of the strategy are weighted based on the importance of the goal and between levels in the hierarchy. The weighting of factors is the process of measuring the level of relative importance between criteria and alternative strategies. For its purpose, a paired comparison assessment is carried out between factors in each group of factors in the same hierarchy. This assessment is carried out by predetermined experts [17]. In determining the weight, a questionnaire was filled out by experts to obtain a weight that was suitable with the current condition of Yayun Farm.

c) Results of the Priority Assessment of Yayun Farm Business Development Strategy

In determining the priority of the strategy, it is selected based on the highest weight value of each alternative strategy. This is by combining expert assessments calculated by pair comparisons to obtain alternative priority results for Yayun Farm business development strategies. The results of the assessment of alternative strategies are presented in Table 5.

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Table 5. Results of strategy prioritization assessment

Alternative Strategy (AS)	Product Quality Improvement	Management Improvement	Production System Improvement	Partnership Improvement	Priority
AS1	0.159875	0.140707	0.211675	0.082440	0.148484008
AS2	0.106867	0.152097	0.201721	0.102698	0.13487509
AS3	0.517362	0.441879	0.248215	0.1262241	0.667371852
AS4	0.128338	0.141187	0.230147	0.5674277	0.23106341
AS5	0.087558	0.12413	0.108241	0.1212095	0.107818927

Based on the AHP analysis, the priority strategies that can be used for the development of Yayun Farm business based on the highest values are improving and maintaining the quality and quantity of products (0.667371852), adding and maintaining the existing distribution network (0.23106341), maximizing feed milling (0.148484008), utilizing large areas of land by increasing the supply of chickens and cages with the help of Financial Institutions and Government Institutions (0.13487509) and utilizing technology in marketing products (0.107818927). Based on the results of AHP analysis and a combination of expert observations with a paired comparison, the results of the highest alternative priority of Yayun Farm business development strategy were obtained, namely improving and maintaining product quality and quantity (0.667371852).

With the limited resources available, it has not been possible to implement several alternative strategies at the same time. Therefore, Yayun Farm needs to prioritize the strategy of improving and maintaining product quality and quantity first compared to other SO strategies based on the highest weight value that has been calculated. The strategy to improve the quality and quantity of products is an important factor in a company. Many efforts can be made to improve the quality and quantity of egg products at Yayun Farm, one of the main ones is in terms of fulfilling chicken nutrition. Appropriate feeding will affect the quality and quantity of eggs [18]. The quality of chicken eggs is affected by the feed given. Feed management has a significant effect on the external quality of eggs, namely egg weight, egg index, and egg shape [19]. More higher the nutritional content of chicken feed will be affect the level of egg quality and productivity. Thus feed is a vital element that must be prioritized. Moreover, in order chickens able to give results by their genetic potential, their nutrition and especially the availability of vitamins must be optimal [20]. A farm can increase the quantity of egg product quality, then it can make the company develop well and be able to increase market share [14].

The implementation of this strategy aims to maximize the potential owned by the Yayun Farm business so that it will be able to increase the quantity and quality of egg products and the marketability of these products, thus even though there are limited development funds, farm operations can still develop and become better. So in terms of product marketing, Yayun Farm needs to continue to improve and maintain the quality and quantity of its products to get consumer loyalty, because by maintaining the quality of the eggs marketed, consumers will trust Yayun Farm and continue to buy eggs from Yayun Farm.

CONCLUSION

Yayun Farm is laying chicken egg farm that has been running for a long time and has high commercial value but has encountered obstacles and problems in its development. Therefore, the formulation of new alternative strategies using SWOT and AHP analysis is carried out to overcome these problems. The results of the SWOT analysis stated that the position of Yayun Farm lies in quadrant I which is the implementation of a strategy that must be applied in this condition to support an aggressive growth policy (growth-oriented strategy) by utilizing existing opportunities and strengths owned by the farm, in which the Strength/Opportunities

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(SO) strategy is chosen. With the limited resources available, it has not been possible to implement several alternative strategies at the same time. Therefore, an AHP analysis was carried out to find strategic priorities. The priority of the selected strategy with the highest weight is to improve and maintain product quality and quantity (0.667371852). The implementation of this strategy aims to maximize the potential owned by Yayun Farm so that it will be able to increase the quantity and quality of egg products and the marketability of these products, thus even though there are limited development funds, farm operations can still develop and become better.

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