

ABSTRAK

Rembangan Dairy Farm merupakan peternakan sapi perah di Kabupaten Jember di bawah naungan Dinas Ketahanan Pangan dan Peternakan Jember, yang memproduksi susu segar, susu pasteurisasi varian rasa. Tetapi masih terdapat kendala dalam proses pengolahan dan pengembangan susu pasteurisasi varian rasa. Tujuan penelitian ini (1) Untuk mengidentifikasi berapa besar nilai tambah yang dihasilkan dari pengolahan susu varian rasa. (2) Untuk mengidentifikasi bagaimana respon konsumen terhadap inovasi produk diukur dari preferensi rasa, harga, dan minat beli ulang di Rembangan Dairy Farm. (3) Untuk mengidentifikasi faktor-faktor apa yang mendukung dan menghambat pengembangan susu varian rasa di Rembangan Dairy Farm. (4) Untuk mengidentifikasi bagaimana strategi pengembangan agroindustri susu di Rembangan Dairy Farm. Metode penelitian yang digunakan yaitu dengan metode kuantitatif dan kualitatif, dengan analisis nilai tambah metode Hayami, analisis skala likert, matriks IFAS&EFAS, dan analisis SWOT. Hasil penelitian menunjukkan (1) Pengolahan susu pasteurisasi menghasilkan nilai tambah yang positif sebesar Rp. 18.472 dengan rasio 48.79 %. (2) Dari 5 faktor yang mempengaruhi kepuasan dan loyalitas pelanggan indikator lokasi pembelian menjadi faktor utama pembeli merasa puas dan loyal skor aktual tertinggi yaitu 89,7%. (3). Faktor pendukung pada Rembangan Dairy Farm adalah kekuatan internal bernilai 3,33, faktor penghambat kelemahan internal bernilai 1,5. Sedangkan faktor pendukung peluang eksternal bernilai 2,34 dan faktor penghambat ancaman eksternal 1,6. (4) pada matriks IE menunjukkan produk susu pasteurisasi varian rasa Rembangan Dairy Farm pada posisi kuadran I, yang menandakan situasi agnresif. Berdasarkan hasil analisis SWOT didapat 5 alternatif strategi yang dapat diterapkan untuk mengembangkan agroindustri susu Rembangan Dairy Farm.

Kata kunci: nilai tambah, rembangan dairy farm, respon konsumen, susu pasteurisasi, SWOT

ABSTRACT

Rembangan Dairy Farm is a dairy farm in Jember Regency under the auspices of the Jember Food Security and Animal Husbandry Service, which produces fresh milk, pasteurized milk with various flavors. However, there are still obstacles in the processing and development of pasteurized milk with various flavors. The objectives of this study are (1) To identify how much added value is generated from the processing of flavored milk. (2) To identify how consumer responses to product innovation are measured by taste preferences, prices, and repurchase intentions at Rembangan Dairy Farm. (3) To identify what factors support and hinder the development of flavored milk at Rembangan Dairy Farm. (4) To identify how the milk agro-industry development strategy at Rembangan Dairy Farm. The research method used is quantitative and qualitative methods, with the Hayami method of added value analysis, Likert scale analysis, IFAS & EFAS matrix, and SWOT analysis. The results of the study show (1) The processing of pasteurized milk produces a positive added value of Rp. 18,472 with a ratio of 48.79%. (2) Of the 5 factors that influence customer satisfaction and loyalty, the purchase location indicator is the main factor for buyers to feel satisfied and loyal with the highest actual score of 89.7%. (3). The supporting factors at Rembangan Dairy Farm are internal strengths with a value of 3.33, the inhibiting factors are internal weaknesses with a value of 1.5. While the supporting factors are external opportunities with a value of 2.34 and the inhibiting factors are external threats with a value of 1.6. (4) The IE matrix shows that the pasteurized milk product with various flavors at Rembangan Dairy Farm is in quadrant I, which indicates an aggressive situation. Based on the results of the SWOT analysis, 5 alternative strategies were obtained that can be applied to develop the Rembangan Dairy Farm milk agroindustry.

Keywords: *consumer response, pasteurized milk, rembangan dairy farm, SWOT, value added*