

ABSTRAK

Rembangan *Dairy Farm* merupakan unit peternakan sapi perah yang dikelola oleh Dinas Ketahanan Pangan dan Peternakan Kabupaten Jember yang memiliki potensi dalam penyediaan susu segar, pengolahan produk dan wisata edukasi. Namun demikian, masih terdapat berbagai kendala dalam pengembangannya. Penelitian ini bertujuan untuk (1) mengidentifikasi kondisi internal dan eksternal Rembangan *Dairy Farm* yang dapat mendukung maupun menghambat pengembangan unit usaha. (2) merumuskan strategi yang dapat diterapkan untuk menjamin keberlanjutan usaha. (3) serta menentukan strategi prioritas pengembangan yang mampu memberikan kontribusi terhadap peningkatan ekonomi lokal. Metode penelitian yang digunakan adalah metode campuran (*mixed methods*), dengan analisis deskriptif, analisis SWOT, dan *Analytical Hierarchy Process* (AHP). Hasil penelitian menunjukkan bahwa (1) berdasarkan analisis deskriptif, faktor internal Rembangan *Dairy Farm* mencakup kekuatan berupa sarana produksi, sertifikasi halal, lokasi strategis, dan dukungan kelembagaan, serta kelemahan berupa sumber daya, teknologi, dan promosi, sedangkan faktor eksternal mencakup peluang pasar, diversifikasi produk, pemanfaatan limbah, dan media sosial, serta ancaman persaingan, risiko penyakit, perubahan preferensi konsumen, fluktuasi harga, dan cuaca ekstrem. (2) berdasarkan hasil analisis SWOT, berada pada kuadran I strategi SO (*Strength–Opportunity*) didapat 5 alternatif strategi yang dapat diterapkan untuk mengembangkan usaha dan menjamin keberlanjutan Rembangan *Dairy Farm* (3) berdasarkan hasil analisis AHP strategi prioritas adalah pengembangan produk olahan susu berkelanjutan melalui diversifikasi produk seperti yoghurt dan olahan susu lainnya (SO3) yang meningkatkan nilai tambah susu, mengurangi ketergantungan pada satu produk, serta mendorong penciptaan lapangan kerja, aktivitas ekonomi masyarakat, dan keberlanjutan usaha.

Kata kunci : AHP, diversifikasi, produk susu, Rembangan *Dairy Farm*, SWOT.

ABSTRACT

Rembangan Dairy Farm is a dairy farm managed by the Jember Regency Food Security and Animal Husbandry Service that has potential in providing fresh milk, product processing and educational tourism. However, there are still various obstacles in its development. This study aims to (1) identify the internal and external conditions of Rembangan Dairy Farm that can support or hinder the development of the business unit. (2) formulate strategies that can be implemented to ensure business sustainability. (3) and determine priority development strategies that can contribute to improving the local economy. The research method used is a mixed method, with descriptive analysis, SWOT analysis, and Analytical Hierarchy Process (AHP). The results of the study indicate that (1) based on descriptive analysis, the internal factors of Rembangan Dairy Farm include strengths in the form of production facilities, halal certification, strategic location, and institutional support, and weaknesses in the form of resources, technology, and promotion, while external factors include market opportunities, product diversification, waste utilization, and social media, as well as threats of competition, disease risks, changes in consumer preferences, price fluctuations, and extreme weather. (2) Based on the results of the SWOT analysis, in quadrant I, the SO (Strength-Opportunity) strategy obtained 5 alternative strategies that can be implemented to develop the business and ensure the sustainability of Rembangan Dairy Farm. (3) Based on the results of the AHP analysis, the priority strategy is the development of sustainable dairy products through product diversification such as yogurt and other dairy products (SO3) which increase the added value of milk, reduce dependence on one product, and encourage job creation, community economic activity, and business sustainability.

Keywords : AHP, dairy products, diversification, Rembangan Dairy Farm, SWOT.