

## SUMMARY

**LALMIHADIN. 0910440116. Benefit Analysis and Strategy Development Durian (*Durio zibethinus* Murr.) At PT. Haraka Kitri Endah - Mojokerto Regency (PT.HKE) Supervisor Ir. Agustina Shinta H.W,MP. And Nur Baladina, SP.MP.**

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Indonesia, as an agricultural country that lies in the tropics, is a country rich in fruits. A tropical fruit that has a high selling value is durian (*Durio zibethinus* Murr.) So it was dubbed the king of the fruit. Durian fruit contains a lot of protein and contains high nutrition, in Indonesia many utilized as fresh fruit, although not a few who manage a variety of foods such as durian juice, lunkhead durian, durian chips, durian seeds kerpik, durian sauce, kebab durian, frozen durian, and durian fruit skins that can be used as herbal medicines such as spa, malaria drugs, anthelmintic, anti-diabetic drugs and yellow.

Agromedia Team (2009), states that the market opportunities durian in Indonesia is also very good for the price-quality durian could reach Rp 35.000/kg. As for the durian fruit in the market and the quality is mediocre at Rp 15.000/buah. During the durian trade is more controlled by the state of Thailand, this is due to the good quality of the fruit. Though Indonesia can do the same thing if the quality improved. Even Indonesia has diverse varieties and fruit throughout the year. With treatment professionals and assisted by the easiness of the government, Indonesian durian will be able to control the world market.

PT. HKE as one of the durian production company, is a horticulture company that developed the crop area of 5.5 hectares of durian with the overall amount of land approximately 325 acres remaining to be developed woody plants such as teak, hibiscus, segon lumber, gardens mango, soursop gardens, orchards of avocado, banana plantations and others. This study aims to analyze the durian farm profits and formulate appropriate strategies for alternative development durian farm.

Method of determining the location of the company is purposive in PT. HKE Hamlet Jati village, sub-district Gondang Mojokerto. The implementation of participatory observation method, where the determination of respondents using non-probability method is purposive sampling. Method of data analysis used the cost of production, revenue and profit and R / C ratio as well as to the development prospects of the tools used IFAS, EFAS, IE Matrix, Matrix Green Strategy and SWOT.

Based on the analysis it was found that: (1) Total cost of durian farm in PT. HKE in the last three years had fluctuated from year periods 2010-2011, 2011-2012, and 2012-2013 durian farm cost of Rp 11,596,000, Rp 29,006,000 and Rp 33,301,000. (2) Total revenue in durian farming an average of Rp 83.55 million the period 2011-2012. In the period 2012-2013 the company experienced a decline in the value of production from the previous year in the amount of USD 33.318 million. (3) Total profits PT. HKE-year period 2010-2011, 2011-2012, 2012-2013 shows -11.596 million USD, USD 54.544 million, and Rp 17,000. (4) From the calculation of the R / C ratio can be seen that the ratio between total revenue to total cost of production over the past three years in durian farm in PT. HKE at the age of 17 years planting of 1.6 means that every USD 1 spent will be able to generate USD 1.6. This suggests

that the durian farm in PT. HKE viable and better developed to increase the company's revenue.

Internal factors which the strength is still having a long HGU and financial accounting have been formed. While the main drawback is the lack of manpower and pricing calculations do not exist. External factors that become the main opportunities is high demand and prices tend to be stable. External factors that pose a threat is experienced durian imports increase and new entrepreneurs timbulnya both individuals and companies. For IE matrix analysis, development (product development) with integrasi horizontal concentration through which the strengths and weaknesses of the company are preferred to minimize the company's opportunities and threats. Grand strategy matrix to position the business in quadrant I, which is an aggressive position. So the SWOT matrix is the main strategy of aggressive growth strategy and strategy.

Advice that can be given is (1) durian farm profitability is sensitive to the case of production decline. The production decline problems are often caused by weather factors ie rainfall is erratic and capital for farm production activities durian. Therefore expected to be good cooperation between the plantation owners and pengelola durian orchard in order to meet the desired target demand for durian in Indonesia can be achieved. (2) It is recommended that companies provide fixed salary and variable salary for the labor sector in particular durian orchard H. Given a fixed salary when durian season and according to the MSE Mojokerto regency while the livelihoods of variable pay in the form of labor and reward in order to develop the ethos of labor to farm durian. Future is expected to be able to absorb young workers in the village of Jati Hamlet is more competent for the development of durian farm in PT. HKE. (3) It is recommended that local government is more concerned with the development of durian farms, primarily to provide guidance and supervision to intensive and continuous pelaksanaan durian farm. Provides a means for the improvement of information and infrastructure centers in Mojokerto regency durian so expect future hobbyists and aficionados can visit durian durian orchard without a hitch and have satisfaction in hunting durian fruit in Mojokerto regency. (4) In order to provide wider benefits, it is recommended to be conducted further research and deeper understanding of the application of good durian farm economic, social, and environmental.