SUMMARY

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One of the agricultural sector which is the center of attention is the horticultural sector. Horticulture is a commodity that has an advantage in the future recovery of the Indonesian economy. Lately, horticultural crops get more attention because it has been proven that horticultural crops can be used as a source of new growth in the agricultural sector. Ornamental plants horticultural plant is one that has a high aesthetic. Orchid is one of the ornamental plants that executives of many species of ornamental plants.

Batu City is a that has many entrepreneurs flowers ornamental plants, especially orchids. One of the companies engaged in orchids is Dd’ Orchids Nursery. In general, companies orchid is still a household scale, so it has not done the development and implementation of revenue enhancement. The first step that needs to be done to further development towards a business is a look at the feasibility of operating revenues from year to the next.

Location research done purposively, because Dd’orchids Nursery is one of orchids in the town of Batu are still able to air operations with a smooth up now and be a company that handles the marketing of products so independently. Methods of data analysis used in this research is to use a descriptive analysis of quantitative and qualitative descriptive. Quantitative descriptive analysis is used to calculate how much it costs, receipts, profits obtained during one production. While eskritif qualitative analysis is used to analyze data on environmental factors internal and external company that is using matrix analysis IFE, EFE matrix, IE matrix, the matrix Grand Strategy, SWOT matrix, and analysis QSPM. Based on the results of the cost analysis obtained by the total cost incurred by the company orchids in Dd’ Orchids Nursery, which is the total cost incurred by the company in one production Rp 31,429,592.00 dan total receipts diperoleholahDd' Orchids Nursery in one production amounting to Rp105.600.000.00. As for revenue from various types of orchids from the orchid bottle, seedlings which have the highest income, namely orchid bottles of Rp55.264.575.00 and subsequently orchid seedling that is Rp 18,905,833.00. While the business development strategy of orchids in Dd’ Orchids Nursery is based on the analysis of internal and external factors, among others, 1). Make clear SOPs and related written work system of financial management of production processes, product maintenance and product distribution processes, so as to strengthen the company’s position. 2). Expand the marketing area by increasing the sale, looking for a permanent and strategic for the showroom and sales so as to improve marketing performance. 3). HR Recruiting and creative potential for the production, marketing and distribution using advanced production technology and information.