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STRATEGY FOR DEVELOPMENT OF LAYING QUAIL FARMING IN THE MANUNGGAL LIVESTOCK GROUP BINANGUN DISTRICT BLITAR REGENCY

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ABSTRACT

This research is motivated by livestock development which is carried out to increase livestock production and productivity, as well as provide economic and social benefits to local communities. The livestock industry plays an important role in providing food and nutrition, especially in meeting the population's need for animal protein.

The aim of this research is to find out what internal and external factors influence the development of egg-laying quail businesses in Tawangrejo Village, Binangun District, Blitar Regency and appropriate development strategies for egg-laying quail businesses in Tawangrejo Village, Binangun District, Blitar Regency.

This research was conducted in the Manunggal quail livestock group in Tawangrejo Village, Binangun District, Blitar Regency. The method used is distributing questionnaires to obtain information and conducting observations and interviews to carry out further analysis related to business feasibility analysis and appropriate development strategies to be carried out. The conclusion of the results of this research is that the Manunggal quail livestock group breeder's business can be informed by each breeder while running the business that the business is worth running because it gets an R/C Ratio value of more than 1 and a B/C Ratio of more than 0, apart from that for every farm that is part of the group. The Manunggal quail livestock group obtains a break-even point value at different price BEP and unit BEP because it is influenced by the number of different fixed costs and variable costs and the number of livestock being reared. And based on the IFE and EFE matrix calculations in the Manunggal quail livestock group, the IFE matrix score was 3.14 and the EFE matrix was 3.22.

Recommended; Based on the SWOT analysis of the Manunggal quail farming group, several strategies were found, namely improving the quality of quail egg products with a good grade, maintaining and continuing to improve infrastructure, facilities and infrastructure for business development, monitoring and continuing to improve the system in laying quail farms to meet the need for quail eggs. in society.

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INTRODUCTION

Background of the Problem

Livestock development is the process of building facilities and infrastructure to produce desired animal products, such as milk, meat, eggs, and so on. Livestock development involves the planning, design, construction, management, and maintenance of livestock facilities, as well as the development and implementation of technology to improve production efficiency and animal welfare.

The main aim of livestock development is to increase livestock production and productivity, as well as provide economic and social benefits to local communities. However, livestock development that is not properly regulated can cause negative impacts on the environment and human health. Therefore, livestock development must be carried out by paying attention to the principles of sustainability, including paying attention to social, economic and environmental aspects (Rahmatulnissa, Astutik, and Suriyadi 2020).

The livestock industry has the ability to make a significant contribution to economic growth because of its potential to produce animal products. The livestock industry plays an important role in providing food and nutrition, especially in meeting the population's need for animal protein. An increase in population, along with improvements in welfare and nutritional standards, may result in an increase in demand for animal protein from the agricultural industry. Quail farming merupakan pilihan yang layak untuk memenuhi kebutuhan telur yang terus meningkat (Murwani, Qosimah, and Amri 2017).

Quail (*Coturnix japonica*) is a type of quail originating from Japan. They are often kept for commercial and hobby purposes. Quail are known for their delicious meat and small but highly nutritious eggs. Quail have a small body size, about 20 cm long, with brown feathers and black stripes on the upper part of the body. Male birds have a distinctive sound, often heard like "kweh" or "quack" (Panekenan et al. 2017). Quail are also considered popular pets in some countries. They can be kept in small cages and require minimal care. According to (Andaruisworo 2015) in the housing system what needs to be considered is that the ideal or normal cage temperature is around 20-25 degrees C; cage humidity ranges from 30-80%; Enough lighting during the day is 25-40 watts, while at night it is 40-60 watts (this applies to cloudy weather/rainy season). The layout of the cage should be arranged so that morning sunlight can enter the cage.

Some people like quail as pets because they have cute voices and can provide visual pleasure while moving quickly. However, it is important to remember that when deciding to keep quail, you need to pay attention to their basic needs such as feed, water, a safe environment, and proper health care (Shitophyta, Aulia, and Aditya 2022).

Tawangrejo Village is famous for its livestock farming, especially quail farming. Quail farming in this area is focused on egg-laying quail which are very popular with the local community. Apart from eggs, producers can also earn additional income by using quail meat and droppings. The quail farming business carried out in Tawangrejo Village, Binangun District, Blitar Regency is the main source of income, with an average quail population ranging from 2,000 to 5,000 individuals. Farmers generally do not have a complete understanding of the strategies used in developing their quail farming business. The quail population in Tawangrejo Village, Binangun District is quite large because most of the population makes their living in agriculture and animal husbandry. However, not all livestock businesses have knowledge of business development strategies which involve internal factors such as weaknesses and strengths, as well as external factors such as business

opportunities and threats. This knowledge is very important to ensure the sustainability of current and future livestock business operations.

A. Problem Formulation

Based on the background and limitations of the problem that has been described, the problem formulation can be determined as follows:

1. What internal and external factors influence the development of laying quail business in Tawangrejo Village, Binangun District, Blitar Regency?
2. What is the strategy for developing a laying quail business in Tawangrejo Village, Binangun District, Blitar Regency?

B. B. Research Objectives

Based on the problem formulated, the aim of this research is to find out:

1. To determine the internal and external factors in developing the laying quail business in Tawangrejo Village, Binangun District, Blitar Regency.
2. To find out the strategy for developing a laying quail business in Tawangrejo Village, Binangun District, Blitar Regency.

State of the Art

Performance of Laying Quail

Quail are a very productive type of chicken with fast growth and early production, making it an easy and profitable choice to raise (Andriani, Sayuti, and Gubali 2022). Quail usually start laying eggs at 6 weeks of age and reach their highest production level at 13 weeks of age. During this peak period, they can produce large numbers of eggs, ranging from 250 to 300 eggs per bird per year. Each egg weighs about 8 to 10 grams. Quail cultivation requires very little capital and can be done on limited land (Aisyah et al. 2022).

The growth cycle of quail is categorized into three distinct phases: the early period, which lasts from birth to 3 weeks of age, the growth period, which lasts from 3 to 5 weeks of age, and the layer period, which begins at 6 weeks of age. mature and continue thereafter. Environmental temperature has a significant effect on the egg-laying performance of quail. Maintaining an appropriate temperature will increase feed consumption and ensure sufficient energy intake to support basic needs, growth, and quail egg production (Khoir, Dahlan, and Wahyuni 2021).

Feeding frequency should be changed to match the appropriate temperature to provide adequate feed and nutrient intake. In addition, the duration of feeding for laying quail must exceed 12 hours so that optimal feed consumption for laying quail is 3.65 (Fajrona, Mirnawati, and Djulardi 2022).

METHOD

A. Place and Time of Research

a. Research Place

In this research, the location selection was determined deliberately (purposive sampling) in Tawangrejo Village, Binangun District, Blitar Regency with a total of 20 livestock respondents who joined 4 livestock groups.

b. Time of Research

This research was conducted for 4 months in 2024.

B. Data Source

Data sources in research refer to the body or entity from which the data was obtained. Primary data sources in qualitative research consist of verbal and nonverbal expressions, while additional sources include documents and other similar written materials. Primary data sources usually refer to data sources that consist of words and actions. Secondary data sources refer to additional words that are used as data sources (Fadli 2021).

C. Data Collection Procedures

Observation methods, interviews, documentation, literature studies and literature studies (Ningtyas 2018).

D. Data Analysis Techniques

Data analysis techniques in qualitative research are based on the approach used which explains the form of business analysis and SWOT analysis (Irfandy et al. 2021)

Analisis SWOT

The SWOT analysis method is an assessment of the prospects of the laying quail farming business qualitatively, by looking at strengths, weaknesses, opportunities and threats (Irawan 2022). And the SWOT matrix as a tool for Table 1. Total datasets/class [4] [Heading of Table]

compiling the company's strategic factors. Identifikasi Faktor Internal dan Eksternal

1. Internal Factors

a. Strength (strength), namely what strength the laying quail business has. By knowing the strengths, the laying quail business can be developed to be more resilient so that it is able to survive and be able to compete for further development.

b. Weakness, namely all factors that are unfavorable or detrimental to the laying quail business.

2. External Factors

a. Opportunities, namely all opportunities that exist as a result of government policy, applicable regulations or national or global economic conditions that are considered to provide opportunities for laying quail businesses to grow and develop in the future.

b. Threats, namely things that can cause losses to the laying quail business.

3. Determination of weight and ratingBobot

Determination of weighting is based on the accumulation of strengths and weaknesses and between opportunities and threats. The weight value was determined as a result of interviews between researchers and egg-laying quail breeders. The weighting of the internal environment's level of importance is based on the magnitude of the influence of strategic factors on its strategic position. Meanwhile, according to (Aslimah, Solikhatin, and Safatun 2017) external environmental factors are based on the possibility of having an impact on strategic factors.

Where : B_i = weight of the i th variable

X_i = number of i -th variables

$i = 1, 2, 3, \dots, n$

n = variable amount

The sum of the weights for each internal and external environmental factor must total = 1 (one)

Total internal score: Total weight of strengths + total weight of weaknesses = 1 Total external score:

Total weight of opportunities + total weight of threats = 1

The weight value according to Rangkuti (2001) is based on the following provisions: "Scale 1.0 (Very Important) to 0.0 (Not important)"

The average weight value depends on the number of strategy factors (5-10) used.

a. Ratings

The rating was determined based on researchers' discussions with egg-laying quail breeders. Each factor is given a scale ranging from 4 (outstanding) to 1 (poor). All positive variables (variables that fall into the strength and opportunity categories) are given a value ranging from 1 to 4 very (good/great). Meanwhile, variables that are negative are the opposite. For example, if the company's weaknesses and threats are very large compared to the industry average, the value is 1, whereas if the weaknesses and threats are below the industry average, the value is 4. The weights and scores for each element are added up for the strengths themselves and the weaknesses. opportunities add up to threats. Score = Rating x Weight.

a. Internal Strategi Factor Analysis Summary (IFAS) and External Strategi Factor Analysis Summary (EFAS)

IFAS is used to analyze the internal environment to produce factors that are strengths and weaknesses for laying quail businesses (Harlis and Sandara 2018). After determining the strengths and weaknesses of the quail business petelur selanjutnya adalah give weight to each of these internal factors by giving a questionnaire to laying quail breeders in the Tawangrejo Village Livestock Group, Binangun District, Blitar Regency .

Tabel 3.1. Internal Strategi Factor Analysis Summary (IFAS)

Internal Factors	Weight	Ratings	Weight x Ratings
Strength 1..... 2.....etc			
Weakness 1..... 2.....etc			
Total			

Source : Rangkuti (2004)

Tabel 3.2. Eksternal Strategi Factor Analysis Summary (EFAS)

External Factors	Weight	Ratings	Weight x Ratings
Strength 1..... 2.....etc			
Weakness 1..... 2.....etc			
Total			

Source : Rangkuti (2004)

a. SWOT Matrix

Formulate a strategy for developing a laying quail farming business by maximizing the strengths and opportunities of breeders and minimizing weaknesses and threats that will hinder the development of a laying quail farming business in the Tawangrejo Village Livestock Group, Binangun District, Blitar Regency

Tabel 3.4. Matriks SWOT

INTERNAL EXTERNAL	Strength (S)	Kelemahan (W)
Peluang (O)	Strategy (SO) Create strategies that use strengths to exploit Opportunities	Strategy (WO) (Create strategies that minimize weaknesses to exploit Opportunities)
Threat (T)	Strategy (ST) (Create strategies that use strengths to overcome threats)	Strategy (WT) (Create a strategy to minimize weaknesses and avoid threats)

Source: SWOT Analysis: Teknik membedah Kasus Bisnis, Rangkuti (2017).

The SWOT matrix can describe how opportunities and threats from the company's external environment are anticipated with its strengths and weaknesses. The SWOT matrix will make it easier to formulate various strategies (Haryani and Setiyowati 2018). Basically, the alternative strategy taken must be directed at efforts to use force and correct weaknesses, take advantage Business opportunities and overcoming threats. So from the SWOT matrix you will get four groups of alternative strategies called SO strategies, ST strategies, WO strategies and WT strategies.

Each alternative strategy is:

- SO Strategy (Strength - Opportunity) This strategy is created based on the company's way of thinking, namely by utilizing all the strengths it has to seize and exploit the greatest opportunities.
- ST Strategy (Strength - Threat) This strategy is created based on the company's strengths to anticipate existing threats.
- WO Strategy (Weakness - Opportunity) This strategy is implemented based on exploiting existing opportunities by minimizing existing weaknesses.
- WT Strategy (Weakness - Threat) This strategy is based on defensive activities, trying to minimize the company's weaknesses and at the same time avoiding threats.

According to (Assylla and Nugraha 2022), SWOT analysis is divided into four main quadrants which have different strategies for each quadrant. The SWOT analysis quadratic diagram image and explanation are as follows:

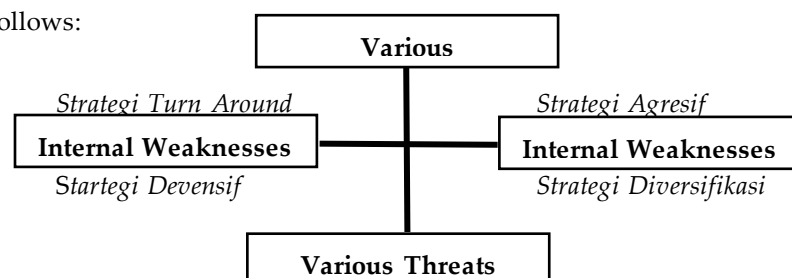


Figure 3.1 SWOT analysis quadratic diagram**Results And Discussion**

Research result

1. Feasibility Analysis of the Manunggal Quail Farming Group Business**Fixed Costs**

Fixed costs are costs that do not change with the presence or absence of laying quail. Fixed costs consist of depreciation of the cage house, depreciation of equipment and cage/battery. Data on fixed costs over a period of 1 period for the laying quail business of the Manunggal Quail Farming Group can be seen in Table 4.1

TABLE 4.1. FIXED COSTS OF THE MANUNGGAL QUALITY LIVESTOCK GROUP

No	Owner	Population (Head)	Fixed costs (Rp)
1	Rizal Ary Pamungkas	4000	Rp 2.083.333
2	Mohammad Galuh Febrianto	5000	Rp 2.283.333
3	Tri Aji Wibi Diyantoro	14000	Rp 2.383.333
4	Siswoyo	15000	Rp 2.212.500

Source: data processed 2024

2. Variable Costs

Variable costs are costs that change according to the number of laying quail produced. Variable costs in this research are seeds, feed, vaccines, medicines, vitamins and disinfectants (VOVD), labor, as well as electricity and other operational costs. Data on variable costs within 1 period for the laying quail business of the Manunggal Quail Farming Group can be seen in Table 4.2

TABLE 4.2. VARIABLE COSTS OF THE MANUNGGAL QUALITY LIVESTOCK GROUP

No	Owner	Population (Head)	Variable Costs (Rp)
1	Rizal Ary Pamungkas	4000	Rp 91.750.00
2	Mohammad Galuh Febriantor	5000	Rp 103.300.000
3	Tri Aji Wibi Diyantoro	14000	Rp 184.500.000
4	Siswoyo	15000	Rp 199.200.000

Source: data processed 2024

1. Total Cost

Total costs are obtained from the sum of fixed costs and variable costs. The total costs of the Manunggal Quail Livestock Group's livestock business in 1 period can be seen in Table 4.3

TABLE 4.3 . TOTAL COSTS FOR MANUNGGAL QUAIL LIVESTOCK

No	Name	Fixed Costs	Variable Costs	Total Costs
1	Rizal Ary Pamungkas	Rp 2.083.333	Rp 91.750.000	Rp 93.833.333
2	Mohammad Galuh	Rp 2.283.333	Rp 103.300.000	Rp 105.583.333
3	Tri Aji Wibi Diyantoro	Rp 2.383.333	Rp 184.500.000	Rp 186.883.333
4	Siswoyo	Rp 2.212.500	Rp 199.200.000	Rp 201.412.500

Source: data processed 2024

2. Total Receipts

The income obtained from the laying quail farming business comes from quail eggs, rejected quail, and droppings. The average income from laying quail farming businesses in one period can be seen in Table 4.4

TABLE 4.4. REVENUE EARNED PER PERIOD

No.	Owner	Receipt of quail eggs (Rp)	Receipt of rejected quail (Rp)	Receipt of droppings (Rp)	Total
1.	Rizal Ary	310.000.000	35.000.000	1.800.000	346.800.000
2.	Mohammad Galuh	390.000.000	45.000.000	4.800.000	439.800.000
3.	Tri Aji	840.000.000	135.000.000	9.600.000	984.600.000
4.	Siswoyo	1.134.000.000	145.000.000	12.000.000	1.291.000.000

Source: data processed 2024

3. Total Income

Revenue is the value obtained from the difference between total receipts and total costs incurred during the production process. Comparison of income between farmer 1 and others can be seen in Table 4.5.

TABLE 4.5 . INCOME OF THE LAYERING QUAIL FARMING BUSINESS PER PERIOD

No	Name	Total Costs	Total Revenue	Total Income
1	Rizal Ary Pamungkas	Rp 93.833.333	Rp 346.800.000	Rp 252.966.667
2	Mohammad Galuh	Rp 105.583.333	Rp 439.800.000	Rp 334.216.667
3	Tri Aji Wibi Diyantoro	Rp 186.883.333	Rp 984.600.000	Rp 797.716.667
4	Siswoyo	Rp 201.412.500	Rp 1.291.000.000	Rp 1.089.587.500

Source: data processed 2024

2. R/C Ratio

The R/C ratio is obtained by comparing total revenues with total costs incurred. The R/C ratio value for the Manunggal Quail Livestock Group can be seen in Table 4.6.

TABLE 4.6 R/C RATIO VALUE OF MANUNGGAL QUALITY LIVESTOCK GROUP

No.	Owner	Total Revenue (Rp)	Total Cost (Rp)	R/C Ratio
1.	Rizal Ary	346.800.000	93.833.333	3,71
2.	Mohammad Galuh	439.800.000	105.583.333	4,18
3.	Tri Aji	984.600.000	186.883.333	5,28
4.	Siswoyo	1.291.000.000	201.412.500	6,40

Source: data processed 2024

3. B/C Ratio

The B/C Ratio value is obtained by comparing income with the total costs incurred. The B/C Ratio value for the Manunggal Quail Livestock Group can be seen in Table 4.7

TABLE 4.7 B/C RATIO VALUE OF MANUNGGAL QUALITY LIVESTOCK GROUP

No.	Owner	Total Revenue (Rp)	Total Cost (Rp)	B/C Ratio
1.	Rizal Ary	252.966.667	93.833.333	2,71
2.	Mohammad Galuh	334.216.667	105.583.333	3,18
3.	Tri Aji	797.716.667	186.883.333	4,28
4.	Siswoyo	1.089.587.500	201.412.500	5,40

Source: data processed 2024

4. Break Even Point (BEP)

The BEP value is divided into 2, namely unit BEP and price BRP. The BEP value is also called the break-even point, namely when the volume of sales and receipts is equal to the total costs incurred. The BEP value for the Manunggal Quail Livestock Group can be seen in Table 4.8

TABLE 4.8 BUSINESS BEP VALUES OF THE MANUNGGAL QUALITY LIVESTOCK GROUP

NO.	OWNER	FIXED COSTS (RP)	VARIABLE COSTS (RP)	SELLIN G PRICE (RP)	UNIT BEP (KG)	PRICE BEP (RP)
1.	RIZAL ARY	2.083.333	91.750.000	25.000	311,5	5.017
2.	MOHAMMAD GALUH	2.283.333	103.300.000	25.000	332,8	4.488
3.	TRI AJI	2.383.333	184.500.000	25.000	335,1	3.696
4.	SISWOYO	2.212.500	199.200.000	25.000	401,0	2.960

source: data processed 2024

Internal and External Analysis of the Manunggal Quail Farm Group

1. Internal Environmental Analysis

The following are the internal factors of the Manunggal Quail Farming Group:

- a. Management
 - Planning (Planning)
 - Labor
- b. Marketing
- c. Finance
- d. Production

2. External Environmental Analysis

- a. Economy
- b. Government
- c. Technology
- d. Competitors

1. 4.1.3 Identification of Breeder Strategy Factors

a. Identify the Breeder's Strengths and Weaknesses

Identification of internal and external factors is carried out to conclude the strengths or weaknesses, opportunities or threats for the Manunggal Quail Farm Group so that later the data obtained can be formulated to determine the right marketing strategy for the Manunggal Quail Farm Group.

1. Strength

- a. Animal feed
- b. Infrastructure, livestock facilities and infrastructure, supporting technology
- c. Breeding experience
- d. The government's commitment to encourage the development of egg-laying quail farming
- e. Farmer Income.
- f. Weakness
- g. Business Capital
- h. Market access and prices of livestock products
- i. Control of laying quail livestock
- j. Availability of animal feed at affordable prices
- k. Availability of quail seeds ready for eggs
- l. Access to capital/loans from the Bank
- b. Identify Company Opportunities and Threats

1. Opportunity

- a) Price of Quail Eggs
- b) Need for Quail Eggs
- c) Government Program support in improving the skills of quail breeders

d) The government and banks have developed various livestock credit systems that can be used by farmer cooperatives and their members

2. Threat

- a) Quail egg competition
- b) Access to the quail egg market
- c) Price and availability of laying quail seeds
- d) Changes in government policies and changing politics
- e) The emergence of disease and weak handling of livestock diseases

Matriks IFE

The stage of identifying the factor data that has been identified into the IFE matrix table is as follows:

Tabel 4.9 Matriks Internal Factor Evaluation (IFE)

Indicator	Weight	Rating	Value
Strength	A	B	C = A x B
Animal feed	0,13	4	0,52
Infrastructure, livestock facilities and equipment, supporting technology	0,10	3	0,30
Breeding experience	0,10	3	0,30
The government's commitment to encouraging the development of laying quail farms	0,10	3	0,30
Breeder Income	0,13	4	0,52
Total Power	0,56		1,94
Weakness			
Venture capital	0,03	1	0,03
Market access and prices of livestock products	0,08	3	0,24
Control of laying quail livestock	0,10	3	0,30
Availability of animal feed at affordable prices	0,03	1	0,03
Availability of seeds and ready quail eggs	0,10	3	0,30
Access to capital/loans from banks	0,10	3	0,30
Total weakness	0,44		1,20
Total	1,00		3,14

Based on the results of IFE matrix analysis calculations, it can be seen that the factors that are the greatest strengths of the Manunggal Quail Livestock Group are animal feed and breeder income with a score of 0.52. This shows that the Manunggal Quail Farming Group has a good income for breeders so they are able to develop their business and breeders also get abundant livestock feed, making it easier in the process of developing a laying quail business.

Based on the calculation results of the IFE matrix analysis, it can also determine the biggest weakness score in internal factors, namely all indicators get the same score starting from control of quail livestock, availability of seeds and quail ready for eggs, to access to capital/loans from banks with a score of 0.30, this shows that the Manunggal Quail Farming Group still has problems or weaknesses in these indicators and improvements should be made immediately.

Based on the internal factor table, the data obtained from the IFE matrix analysis is 3.14 below 2.5. This score means that the Manunggal Quail Farm Group is able to utilize its strengths and minimize its weaknesses. This is because each breeder is part of a business group and has different obstacles.

Matrik EFE

The stage of identifying the factor data that has been identified into the EFE matrix table is as follows:

Tabel 4.10 Matriks External Factor Evaluation (EFE)

Indicator	Weight	Rating	Value
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Opportunity	A	B	C = A x B
Price of quail eggs	0,14	4	0,56
Quail egg requirements	0,14	4	0,56
Support for government programs in improving the skills of quail breeders	0,11	3	0,33
The government and banks have developed various kinds of livestock credit systems that can be used by farmer cooperatives and their members	0,11	3	0,33
Total Odds	0,50		1,78
Threat			
Quail egg price competition	0,11	3	0,33
Access the quail egg market	0,11	3	0,33
Price and availability of laying quail seeds	0,11	3	0,33
Changes in government policies and changing politics	0,06	2	0,12
The emergence of disease and weak handling of livestock diseases	0,11	3	0,33
Total weakness	0,50		1,44
Total	1,00		3,22

Based on the EFE matrix analysis, it can be said that the biggest opportunity score for external factors is the price of quail eggs and the need for quail eggs with a score of 0.56. This is an opportunity due to the need for quail eggs selalu is increasing and because people like quail eggs and also the price of quail eggs is an opportunity in this business.

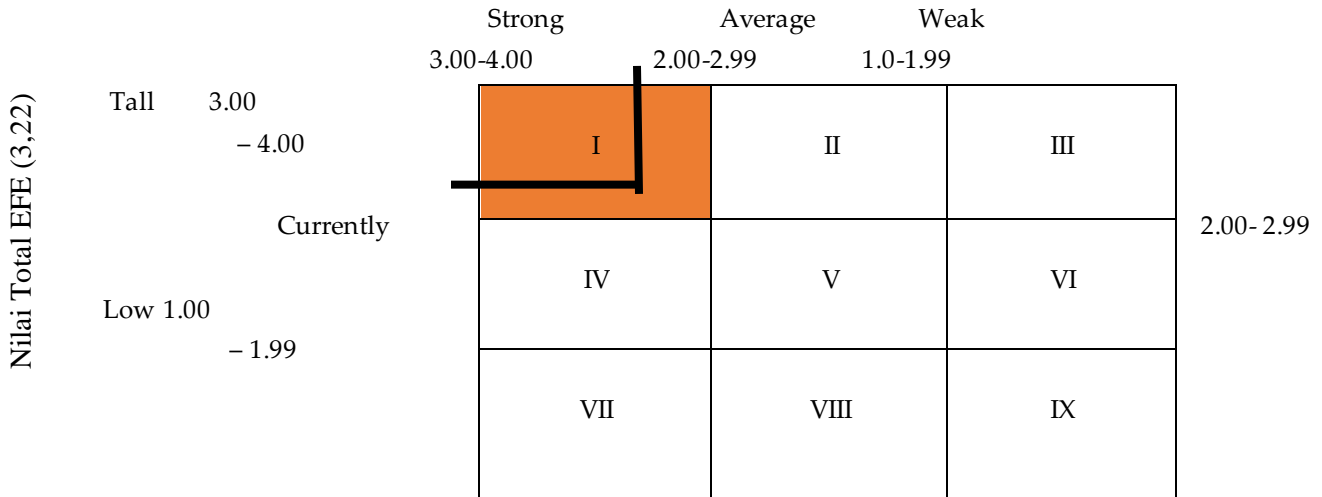
Based on this EFE matrix analysis, it is also possible to determine the biggest threat score in terms of external factors, namely competition in the price of quail eggs and market access for quail eggs as well as the price and availability of egg-laying quail seeds, and the emergence of disease and weak handling of livestock diseases with a score of 0.33. This is the biggest threat because the resulting impact is directly felt by the Manunggal Quail Farm Group. The increasing number of price competitions and the number of market accesses that have been made by competitors will result in more product price competition regarding product selling prices which will later influence a decrease in sales. Apart from that, the increasingly expensive price of available seeds will affect the amount of costs incurred and become a threat in itself for the Group. Manunggal Quail Farming.

Matriks IE

The Internal External Matrix (IE) is a determination of the weight scores of the Internal Factor Evaluation Matrix (IFE) and the External Factor Evaluation Matrix (EFE) which have been mapped so that later you will know the company's position. Based on the internal factor analysis data, the weight was obtained at 3.14, while the external factor was obtained at a weight of 3.22.

The mapping results on the Internal External Matrix (IE) are as follows:

Total Value IFE (3,14)



The Manunggal Quail Farming Group in its business occupies cell I position. This cell position shows that the Manunggal Quail Farming Group is in a strong position. The strategy used in this quadrant is growth. The Manunggal Quail Farming Group uses product development strategies, minimizing prices and expanding marketing reach. The Manunggal Quail Farming Group is a strategy for market penetration and product development that already exists. This strategy is implemented to overcome market developments by increasing product sales promotions. The market penetration strategy is carried out to overcome market developments by increasing market share. Increasing sales at the Manunggal Quail Farming Group can be done by promoting through social media and expanding the marketing area and distribution widely.

SWOT Analysis

Based on the calculation results of the SWOT matrix analysis of the MSME Manunggal Quail Livestock Group, there are several types of strategies which are grouped into four cells which can be seen as follows:

Table 4.11 SWOT Matrix Analysis

<p>IFE</p> <p>EFE</p>	<p>Strenghts (S)</p> <ol style="list-style-type: none"> 1. Animal feed 2. Infrastructure, suggestions for livestock infrastructure funds, supporting technology 3. Breeding experience 4. The government's commitment to encouraging the development of egg-laying quail farming 5. Farmer's income 	<p>Weaknesses (W)</p> <ol style="list-style-type: none"> 1. Business capital 2. Market access and prices of livestock products 3. Control of laying quail livestock 4. Availability of animal feed 5. Availability of ready-made seeds and quail eggs 6. Access to capital/loans from banks
<p>Opportunities (O)</p> <ol style="list-style-type: none"> 1. Price of quail eggs 2. Need for quail eggs 3. Support for government programs to improve the skills of quail breeders 4. The government and banks have developed various livestock credit systems that can be used by farmer cooperatives and their members 	<p>Strategi SO</p> <ol style="list-style-type: none"> 1. Improve the quality of quail egg products with a good grade 2. Maintain and continue to improve infrastructure, facilities and infrastructure for business development 3. Monitor and continue to improve the system in egg-laying quail farming to meet the need for quail eggs in the community. 	<p>Strategi WO</p> <ol style="list-style-type: none"> 1. Improve management to overcome HR problems 2. Carrying out initiatives with capital lending institutions in business development 3. Carrying out regular promotional activities to increase sales
<p>Threats (T)</p> <ol style="list-style-type: none"> 1. Price competition for quail eggs 2. Access the quail egg market 3. Price and availability of laying quail seeds 4. Changes in government policies and changing politics 5. The emergence of disease and weak 	<p>Strategi ST</p> <ol style="list-style-type: none"> 1. Conduct regular marketing analysis of market conditions/targets and competitors 	<p>Strategi WT</p> <ol style="list-style-type: none"> 1. Increase cooperation with partners and continue to correlate with the government and institutions related to business development

handling of livestock diseases		
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Based on the SWOT analysis of the Manunggal Quail Farm Group which was obtained from strengths, weaknesses, opportunities and threats through identifying internal and external factors in the Manunggal Quail Farm Group, the SWOT strategy results were obtained as follows:

1. S-O Strategy

This strategy is an acquisition of the strengths and opportunities possessed by the Manunggal Quail Farming Group by using its strengths and exploiting opportunities as a medium in developing and improving the laying quail business in the Manunggal Quail Farming Group. The following is the S-O strategy based on the SWOT analysis which has been carried out as follows:

- a. Improving the quality of quail egg products with a good grade
- b. Maintain and continue to improve infrastructure, facilities and infrastructure for business development
- c. Monitor and continue to improve the system in laying quail farms to meet the needs of quail eggs in the community.

Strategi W-O
This strategy is a strategy adopted from the weaknesses and opportunities of the Manunggal Quail Farming Group by taking advantage of the opportunities they have to overcome various shortcomings in order to improve dan terus developing the laying quail business of the Manunggal Quail Farming Group. The following is the W-O strategy based on the SWOT analysis which has been carried out as follows:

- a. Improved management to overcome HR problems
- b. Carrying out initiatives with capital lending institutions in business development
- c. Carrying out promotional activities regularly to obtain increased sales

2. S-T Strategy

This strategy is a strategy derived from the strengths and threats of the Manunggal Quail Farming Group by using strength as a resource in facing threats from the Manunggal Quail Farming Group. The following is the W-O strategy based on the SWOT analysis which has been carried out as follows:

- a. Conduct regular marketing analysis of market conditions/targets and competitors

Strategi W-T
The strategy is derived from the weaknesses and threats of the Manunggal Quail Farming Group and is carried out by reducing the weaknesses and threats in order to maintain balance and business development. The following is the W-T strategy based on the SWOT analysis which has been carried out as follows:

- b. Increase cooperation with partners and continue to collaborate with the government and institutions related to business development

Based on the four strategies that have been carried out in the SWOT analysis process through strengths, weaknesses, opportunities and threats, the most strategic strategy to be implemented is the S-O and W-O strategy because this strategy is able to provide the Manunggal Quail Farming Group with maximum profits and is able to develop the business that is being run.

SWOT Quadrant

The SWOT quadrant is an analysis tool in efforts to determine the position of a business. The following is the SWOT quadrant of the Manunggal quail livestock group:

Table 4.12 SWOT Quadrants (IFE and EFE)

Category	Sub Total	Category	Sub Total
Strength (S)	1,94	Opportunity (O)	1,78
Weakness (W)	1,20	Threat (T)	1,44
Total (S-W)	0,74	Total (O-T)	0,34

After calculating the total (S-W) and total (O-T), it can be determined which position the SWOT square is in and what strategy it shows.

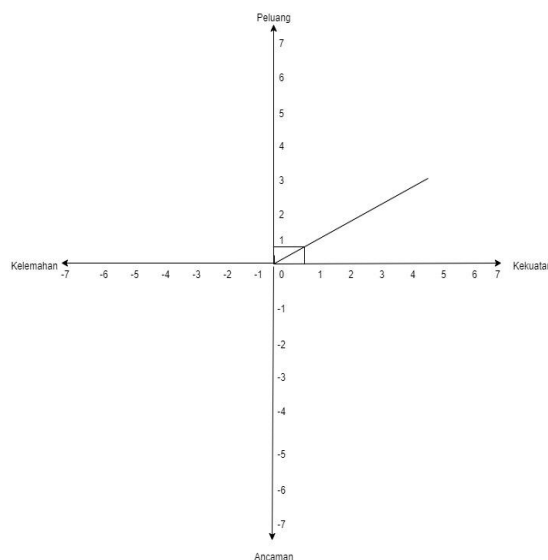


Figure 4.1 SWOT Quadrant

In the SWOT quadrant, information was obtained that the single quail livestock group was in quadrant 1 where breeders benefited from various strengths and opportunities, one of which was a growth strategy where the single quail livestock group had to carry out extensive marketing and carry out product development

CONCLUSION

Based on the research and analysis results, conclusions can be drawn, namely:

- In the business of single quail livestock group breeders, each breeder during the course of running their business can be informed that the business is worth running because they get an R/C Ratio value of more than 1 and a B/C Ratio of more than 0, apart from that, each farm that is part of a single quail livestock group gets The break-even point value at BEP price and BEP unit is different because it is influenced by the number of different fixed costs and variable costs and the number of livestock being kept.
- Based on the calculation of the IFE and EFE matrices, the single quail livestock group obtained an IFE matrix score of 3.14 and an EFE matrix of 3.22 and showed the position of the I-E matrix in position I, which shows that the growth strategy is an appropriate strategy for carrying out product development and expansion. marketing reach. The appropriate strategy to be applied to the

Manunggal Quail Farming Group is the strategy of market penetration and product development that already exists.

- c. Based on the SWOT analysis of the single quail farming group, several strategies were found, namely improving the quality of quail egg products with a good grade, maintaining and continuing to improve infrastructure, facilities and infrastructure for business development, monitoring and continuing to improve the system in egg-laying quail farming to meet the need for quail eggs. in the community, improving management to overcome HR problems, carrying out initiatives with capital lending institutions in business development, carrying out regular promotional activities to obtain increased sales and conducting regular marketing analysis of market conditions/targets and competitors and increasing cooperation with partners and continuing Correlate with the government and institutions related to business development.

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