

ABSTRACT

NELLYS, Strategic Development of Hybrid Corn Agribusiness (*Zea mays* L) in Pante Ceureumen District, West Aceh Regency. Supervised by ADHIANA and SURYADI.

Hybrid corn is one of the strategic commodities in the agricultural sector with significant potential to improve farmers productivity and income. This study aims to identify the internal and external factors influencing the development of hybrid corn agribusiness, formulate alternative priority strategies for its development, determine the priority strategies and identify the marketing channels for hybrid corn in Pante Ceureumen District, West Aceh Regency. The sampling technique used in this study is purposive sampling. The study applies SWOT (Strength-Weakness-Opportunities-Threats) analysis and QSPM (Quantitative Strategic Planning Matrix). The results of the study indicate that: (1) Internal and external factors influencing the development of hybrid corn agribusiness: Internal factors: Availability of development areas averaging 1.5 ha, skilled labor, farmers mastery of cultivation techniques, substantial financial support from investors, adequate transportation facilities, low capital among farmers, distant farm locations from residential areas, limited skilled labor, difficulties in obtaining subsidized fertilizers and ineffective marketing channels. External factors: Ineffective market demand, support from farmer groups, profitability of farming, increasing corn prices annually, pest and disease attacks, low quantity and quality of production facilities, competition from outside the district and uncontrollable climate. (2) Alternative strategies for hybrid corn development: The SO (Strengths-Opportunities) strategy optimizes land use with skilled labor, provides capital assistance from traders to ease farmers efforts in obtaining profits, and utilizes farmer groups as communication and coaching platforms to open access and collaboration opportunities with institutions capable of accommodating farmers production and stabilizing corn prices. (3) QSPM analysis results: The priority strategies in order are Strategy 1 (SO), Strategy 2 (WO), Strategy 4 (ST), and Strategy 3 (WT). (4) Hybrid corn marketing channels in Pante Ceureumen District: There are two marketing channels. In marketing channel I, the marketing cost is IDR 785/kg, and the margin is IDR 1,000/kg, while in marketing channel II, the marketing cost is IDR 1,405/kg, and the margin is IDR 3,000/kg.

Keywords: Hybrid corn, Marketing, Development Strategy, QSPM, SWOT