

ABSTRACT

Consumption patterns, that are frequently changed, affect a lot on the magnitude and time of public demand for chicken meat products. It tends to, directly or indirectly, influence the price of broiler meat offered in the market. In addition, the relatively limited resources make it susceptible to the uncertainties that exist in the dynamic business environment, particularly with regard to the increasingly variation on the behavior and market demands. Limitations of small and medium-scale farmers in the competitive advantage in terms of understanding the business value chain concept and implementation of business strategy, has made the business performance not optimal.

The research aims to comprehensively analyze the ability to analyze market, value chain analysis, business strategy and business performance of broiler farms in the East Priangan. The strategic management science was applied as the research approach.

The research method used is verification descriptive method, with the unit of analysis is the small to medium Broiler Farms Chickens in the East Priangan. The sample size was 200. The analysis method used was interval range and SEM.

Based on the analysis, it was concluded that: 1) The ability to analyze the market, the ability to analyze the value chain, business strategy and business performance of Broiler Farms Chickens in the East Priangan rated as good, 2) There is a positive influence on the ability to analyze the market and the ability to analyze the value chain of the business strategy , either partially or simultaneously, 3) There is the influence of business strategy on business performance of broiler farms in the East Priangan. 4)There is a positive influence on the ability to analyze the market and the ability to analyze the performance of the business value chain simultaneously, but the partial ability to analyze the market has no effect on business performance, 5) There is the ability to analyze the influence of the market and the ability to analyze the value chain business performance through business strategy.

Keywords: Market Analysis, Value Chain, Business Strategy, Business Performance