

**ANALISIS KELAYAKAN DAN STRATEGI PENGEMBANGAN USAHA
OLAHAN BIOFARMAKA DI KEOMPOK WANITA TANI LESTARI
PENGASIH KULON PROGO**

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ABSTRAK

Penelitian ini bertujuan (1) menganalisis kelayakan usaha olahan biofarmaka secara finansial, (2) mengetahui kelayakan usaha olahan biofarmaka secara non finansial, (3) menganalisis strategi pengembangan usaha olahan biofarmaka di Kelompok Wanita Tani. Metode penelitian menggunakan metode deskriptif. Jenis penelitian deskriptif dengan studi kasus. Metode pengambilan responden menggunakan metode *purposive sampling*. Teknik analisis data dengan analisis finansial, analisis non finansial, matriks Internal-Eksternal (IE), matriks *Strenghts, Weakness, Opportunities, dan Threats (SWOT)*, dan Matriks *Quantitative Strategic Planning (QSP)*. Hasil dari penelitian ini adalah (1) Usaha olahan biofarmaka secara finansial layak diusahakan dengan *profit rate* 24,62%, 2) Usaha olahan biofarmaka secara non finansial layak dijalankan berdasarkan aspek hukum, aspek pasar, aspek manajemen, dan aspek produksi), 3) Strategi pengembangan usaha yang diterapkan pada usaha olahan biofarmaka adalah strategi perluasan pasar, strategi peningkatan kualitas produk, dan strategi kerjasama dengan pemasok bahan baku. Keputusan strategi yang sebaiknya diterapkan adalah strategi pengembangan pasar.

Kata Kunci : Olahan Biofarmaka, Kelayakan Usaha, Strategi Pengembangan

**AN ANALYSIS OF FEASIBILITY AND STRATEGY OF BUSINESS
DEVELOPMENT OF BIOFARMACA PROCESSING IN FARMER
FEMALE GROUP *LESTARI, PENGASIHAN*
*KULON PROGO***

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ABSTRACT

This study aims to (1) analyze the feasibility of processed biopharmaceutical businesses financially, (2) determine the feasibility of a biofarmaca-processed business in a non-financial manner, (3) analyze the strategy for developing the biopharmaceutical processing in the Farmer Female Group. The research method uses descriptive methods. The type of descriptive research is case studies. The method of taking respondents uses the purposive sampling method. The data analysis techniques are financial analysis, non-financial analysis, matrix of Internal-External (IE), matrix of Strengths, Weakness, Opportunities and Threats (SWOT), and matrix of Quantitative Strategic Planning (QSP). The results of this research are (1) the biopharmaceutical processing business is financially feasible to cultivate with a profit rate of 24.62%, (2) biopharmaceutical processing business is financially feasible based on the legal aspects, market aspects, management aspects, and production aspects, (3) the businesses development strategies applied to the biopharmaceutical processing businesses are market expansion strategies, product quality improvement strategies, and cooperation strategies with raw material suppliers. The strategy decision that should be applied is the market development strategy.

Keywords: Processed Biopharmaca, Business Feasibility, Development Strategy