

## Strategic ways to develop new variety of upland rice: case study of "Inpago Unsoed 1" in Central Java, Indonesia

<b>Publons ID</b>	(not set)
<b>Wos ID</b>	WOS:000472959100069
<b>Doi</b>	10.1088/1755-1315/250/1/012069
<b>Title</b>	Strategic ways to develop new variety of upland rice: case study of "Inpago Unsoed 1" in Central Java, Indonesia
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<b>Publish Date</b>	2019
<b>Journal Name</b>	INTERNATIONAL CONFERENCE ON SUSTAINABLE AGRICULTURE FOR RURAL DEVELOPMENT 2018 (ICSARD 2018)
<b>Citation</b>	2
<b>Abstract</b>	<p>The research objective to know the right strategy for developing variety of upland rice "Inpago Unsoed 1". The research was conducted in Banyumas Districts with a purposive sampling method. Data were analyzed using several analyses, namely IFE (internal factor evaluation), EFE (external factor evaluation), internal-external (IE), SWOT (strength, weakness, opportunities, threats), and quantitative strategies planning matrix (QSPM). The results showed that based on the identification of the internal and external environment of "Inpago Unsoed 1" and calculated with the IFE and EFE matrices produced the main factors with the highest scores including: a) main strength: price is cheaper than other upland rice; b) main weakness: small scope area of distribution; c) the main opportunity: reach a wider market share; d) main threat: not all people consume upland rice. The results of the strategy formulation with IE matrix produced five alternative strategies. QSP matrix showed that the first priority of developing strategies was the strategy to increase promotions such as give discounts and vouchers becomes.</p>
<b>Publish Type</b>	Book in series
<b>Publish Year</b>	2019
<b>Page Begin</b>	(not set)
<b>Page End</b>	(not set)
<b>Issn</b>	1755-1307
<b>Eissn</b>	
<b>Url</b>	<a href="https://www.webofscience.com/wos/woscc/full-record/WOS:000472959100069">https://www.webofscience.com/wos/woscc/full-record/WOS:000472959100069</a>
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