Operational Strategy In Production Process Of Beef Cattle Manure Into Compost Fertilizer Products At Organic Fertilizer Farm In Subulussalam, Pekanbaru

Rio Marpaung, Kennedy

Abstract: The purpose of this study was to find out internal and external factors that form of SWOT (strength, weakness, opportunity, threat) in Terra Compost Fertilizer Farm that located in Badak Ujung street, Tenayan Raya District, Pekanbaru. Quantitative descriptive method and SWOT analysis method are used. In SWOT analysis by Analyze internal and external factors, then SWOT matrix analysis and internal and external analysis (IE) are performed. In obtaining the data needed in this study using the method of observation, method documentation, interview method, questionnaire method. Based on the results of research on Terra Compost Fertilizer Farm in Pekanbaru, obtained from the IFAS matrix for strengths and weaknesses of 1.88 and 1.595, respectively. As for the EFAS matrix for opportunity and threats of 2,185 and 0.864, respectively. Terra Compost Farm is in Cell (Growth) through vertical integration. In the SWOT diagram is in quadrant 1 (0.285 : 1.321) that is supporting Turn-aggressive strategy. Business owners must be more diligent in expanding their markets, often going to locations and applying Terra Compost. Quality of livestock must be increased by increasing the intake of nutrition, food, and health of cattle in producing Terra Compost.

Index Terms: Farming, Farm Finance, cow's dung , SWOT Analysis, IFAS, EFAS

INTRODUCTION
Livestock is one of the major economic sectors in Indonesia because of the amount of demand and needs for agricultural sectors, especially cattle which is one of the livestock products in Indonesia. Domestic beef production has not been able to meet the demand because of the low population and productivity levels of livestock. The low population of beef cattle is partly because most livestock is kept by small-scale farmers with limited land and fund (Kariyasa, 2005). The development of livestock business sector is currently directed not only in relation to the fulfillment of food (milk and meat) but also began to be developed in the utilization of cow manure (feces) into organic fertilizer. Cow manure is one of the potential ingredients for making organic fertilizer (Budiayanto, 2011). The need for organic fertilizer/ compost will increase along with the demand for organic products. Compost fertilizer is one of the organic fertilizers made from the process of decomposing the remains of organic materials such as plants or animals. The composting process can take place aerobically by involving oxygen and anaerobically by not using the oxygen in the process. This decomposition process makes it known as compost. Meanwhile, the mean of the composting process is the process by which organic matter undergoes biological decomposition, specifically by microbes that utilize organic matter as an energy source. From the production process which starts from the stage of collecting cow manure, mixing it with rotten fruits until the processing stage to achieve the appropriate and quality products. One cow produces cow manure every day ranging from 8-10 kg per day or 2.6 – 3.6 tons per year. It is equivalent to 1.5 – 2 tons of organic fertilizer.

Thus, it will reduce the use of inorganic fertilizers and accelerate the process of land improvement. The potential number of cow manure can be seen from the population of the cow in Indonesia. It is estimated that Indonesia has 10.8 million beef cattle and 350,000 – 400,000 dairy cows. Thus, one cow produces an average of 7 kilograms of dry manure every day, the dry cow manure in Indonesia is 78.4 million kilograms per day (Budyanto, 2011). Nowadays, various business and fields of employment and entrepreneurship require management. Business people need to have a management strategy to run the business. Therefore, at least, they have to be able to operate the farm. Companies or small and medium enterprises have to have strategic planning. Therefore, the business owners have to find the compatibility between internal forces and the external forces (opportunities and threats) of a market. The activities include careful observation of competition, regulation, inflation rates, business cycles, consumer demand and expectations, and other factors that can identify opportunities and threats. A company can develop strategies to overcome external threats and seize the opportunities. The process of analysis, formulation, and evaluation of strategies is called strategic planning. The main objective of strategic planning is that companies can objectively see internal and external conditions. Thus, the companies can anticipate the external environment. In this case, it can be clearly distinguished that the external environment includes the functions of management, consumers, distributors, and competitors. Strategic planning is important for gaining a competitive advantage (Rangkuti, 2016:2-3). Production is related to the problems that will be faced. In this study, the strategies made in facing the problems were examined such as how to provide the main raw materials for processing, determine the time in order to immediately distributed the products to stores, and maintain internal and external factors in order to make the farm becomes stronger. In the prospects and problems that exist in the small livestock industry, the company needs to know what strengths; weakness, opportunities, and threat exist in the company.

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Based on the description above, the research questions of this study are: What are the Internal Factors which are the Strengths and Weaknesses of Terra Compost Cattle Farm? What are the External Factors which are the Opportunities and Threats for Terra Compost Cattle Farm? Based on the research questions, the purposes of this study are: To know internal factors which can be the strengths and weaknesses for Terra Compost Cattle Farm; and To know the external factors to be the opportunities and threats for Terra Compost Cattle Farm.

2. REVIEW OF LITERATURE

2.1 Strategy
The word strategy comes from the word Strategos in Greek. It is a combination of Stratros or the army and ego the leader. Basically, the strategy becomes a mean to achieve company goals with long-term goals, follow up programs, and also a priority of resources allocation. According to Freddy Rangkuti (2016:6-7), strategies can be grouped based on three types of strategies namely management strategy, investment strategy, and business strategy. Those three types of strategies are described in details as follows: Management strategy Management strategy includes strategies that can be carried out by management with the orientation of macro strategy development such as product development strategy, pricing strategy, acquisition strategy, market development strategy, finance strategy, and so on. Investment strategy This strategy is an investment-oriented activity. This strategy can be in form of aggressive growth strategy, market penetration strategy, a survival strategy, a strategy to rebuild a new division, a strategy of diversification, and so on. Business Strategy This business strategy is also called as a functional business strategy because it is oriented to the functions of management activities such as marketing strategy, production or operational strategy, distribution strategy, organizational strategy, and financial related strategies.

2.2 SWOT Analysis
SWOT analysis is a method adopted by companies in an effort to observe the internal and external marketing environment (Kotler, 2009:51). According to Freddy Rangkuti (2016: 19), SWOT analysis is a process of identifying various factors systematically to determine the right formulation and do the best corporate strategy. This analysis is based on the logic that maximizes strengths and opportunities and but simultaneously minimizes weaknesses and threats. The company's strategic decision-making process is always closely related to the development of mission, vision, goals, strategies, and company's policies. Therefore, strategic planning really requires analyzes of each of these SWOTs (strengths, weaknesses, opportunities, and threats) in the current corporate environment. SWOT according to David, Fred R. (2006): Strength Strength is all resources owned by the company such as human resources, skills, soft skills, and other advantages that the company has. Those strengths are linked to the company's competitiveness and market demands. Strength is a special thing to compete. In terms of competition, Strengths provide advantages to the company over other companies. Weakness Weakness is the company's limitation and shortcomings in terms of its resources, employee capabilities, and skills mastery. Those will hamper the company's performance in the future. Other limitations that can hinder the running of the company include facilities, allowances, corporate financial resources, management capabilities, and marketing expertise. Opportunities Opportunity is a very important thing which is very much awaited by each company. The opportunity that comes is generally going to benefit the company. However, sometimes the opportunity that comes is not necessarily immediately welcomed by the company due to certain constraints. Examples of future opportunities that can bring profits to the company include technological changes, increasing relationships with buyers and suppliers, and others. Threat In contrast to opportunities, the threat is an important situation that does not benefit the company. This becomes a disruption to the business of the company. Moreover, it treats the company's position in the market as well as disrupts the company's goals. One of the examples of threats which are often faced by the company is a new government regulation that influences the employers. According to Rais (2009), the SWOT analysis method is considered as the most basic method of analysis. It is useful for seeing a topic or problem from 4 (four) different sides. The analysis result is usually in form of directives or recommendations to maintain strength and increase the benefits of opportunities while reducing deficiencies and avoiding threats. If this analysis method is used correctly, it will help us to see the forgotten or unseen sides. This analysis is divided into four basic components namely: S = Strength. It is situations or conditions of the current strength of the organization or program. W = Weakness. It is situations or conditions of the current weakness of the organization of the program. O = Opportunity. It is situations or conditions of the opportunities outside the organization. The opportunity provides chances for organizational development in the future. T = Threat. It is a situation that is a threat to organizations that come from outside the organization. It can threaten the existence of the organization in the future.

2.3 COW Manure
Livestock manure is one of the wastes produced from livestock that are maintained and cultivated. Livestock manure has great potential in its utilization and development along the large number of livestock that is cultivated by the community and companies (Priyanto, et al., 2004). In general, the aim of breeders in raising cattle is to get beef or cow's milk. In addition to producing meat or milk, raising cattle also produces other products in the form of dirt. According to Setiawan (2007), there are three choices for utilizing livestock manure namely: using livestock manure for fertilizers, biogas producers, and bio-charcoal. The substance contained in livestock manure can be reused by using wastes for manure. The important nutrient for plants is elements of nitrogen (N), phosphorus (P), and potassium (K). Dalziel et al (1987) in Outerbridge (1991) stated that livestock manure is an organic material with a low C/N value. Therefore, livestock manure can be mixed with plant waste that has high C/N to be used as good compost. A cow can produce wastes around 8-10 kg/day. Cow manure will cause problems if it is not utilized and handled properly. In addition to disturbing and polluting the environment, it also has the potential to cause disease for the surrounding community. Ruminant animals such as cattle have a special digestive system. It uses microorganism which functions to digest cellulose and lignin from grass or other plants that have high fiber. Thus, cow manure has a lot of

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microbial content which is carried along to the stool process. The results of the analysis conducted by Bai et al. (2012) stated that the total microbes of cow manure reached 3.05 x 1011 cfu/gr and the total fungi reached 6.55 x 104. The microbial composition of cow manure included ± 60 species of bacteria (Bacillus sp., Vigna sinensis, Corynebacterium sp., and Lactobacillus sp.), fungi (Aspergillus and Trichoderma), ± 100 species of protozoa and yeast (Saccharomyces and Candida). The majority of bacteria found in cow manure are cellulose, hemicellulose, and pectin fermenter bacteria. Cow manure consists of undigested fiber, some excreted products come from bile (pigment), intestinal bacteria, and mucus. Cow manure is an organic material that specifically plays a role in increasing the availability of phosphorus and microelements, reducing the bad influence of aluminum, and providing carbon dioxide in the plant canopy, especially in plants with dense canopies where air circulation is limited. Cow manure contains a lot of nutrients needed by plants such as nitrogen, phosphorus, potassium, magnesium, sulfur, and boron (Brady, 1974, in Sudarkoco, 1992). Cow manure has a low C/N ratio which is 11. This shows that cow manure contains a lot of nitrogen (N) needed by plants to grow, to have perfect green leaves with sturdy stems. Thus, mixing cow manure on the lands where the plants grow will produce good plants.

2. RESEARCH METHOD

3.1 Setting of The Study
This study was carried out at Mr. Christ Hanschen’s Cattle Farm located at Jalan Badak Ujung, Tenayan Raya, Pekanbaru, Riau Province.

3.2 Population and Sample
According to Arikunto (2013: 173), the population is the whole of the research subjects. The population is individuals who have the same nature even though the percentage of similarity is small. In other words, population involves all individuals who will be used as the object research. In this study, the population is 6 persons involved in Terra Compost Cattle Farm. Meanwhile, Purposive Sampling according to Notoatmodjo (2010) is that sampling which is based on certain considerations such as characteristics of the population or other characteristics that have been known before. In other words, purposive sampling intentionally appoints people who are able to provide the necessary data needed. In this study, those people are the farm owner, Mr. Christ Hanschen, and foremen/ head of the employees of Terra Compost Farm, Mr. Irfan.

3.3 Data Collection Techniques
The data were collected through some techniques namely direct field observation, documentation, interview, questionnaire., literature studies, and documentation studies. Observation Margono (2010: 158) defines observation as a systematic recording of the symptoms that appear on the object of research. Documentation According to Arikunto (2010: 231), documentation technique is a way of collecting data that produces important records related to the research problems in order to obtain valid complete data which are not based on estimation. Interview According to Sugiyono, the interview is a technique of collecting data that is carried out in a structured or unstructured manner. It can be done face to face or by using a telephone network. Questionnaire The questionnaire is a list of questions prepared by the researcher where each question is related to the research question/problem. In this study, the questionnaire was distributed to the respondents for an answer.

3.4 Data Analysis Method
The obtained data then were analyzed using descriptive analysis method. It aimed to explain the actual and real conditions as well as to classify the data from the obtained data. The obtained data were described and analyzed systematically and in detail. Then, the data were arranged into a format that is easy to understand. This descriptive analysis is used to analyze the mechanism of the strengths of the company's products. In this study, the data were processed by the researcher from the field observation. During the field observation, the researcher observed the problems that are studied and made scientific work. The data obtained were analyzed using descriptive analysis. It was carried out by asking for and collecting data clearly. Thus, the data obtained were original because they were asked directly to the head of the compost production. For this reason, this study used Internal and External Factor Analysis during the data collection. After that, the analysis was carried out using SWOT Matrix Analysis and Internal and External Analysis (IE) tests. In this study, a SWOT matrix was used to illustrate clearly how the opportunities and external threats experienced by the company in accordance with the strengths and weaknesses they have. This matrix can be seen in Table 1.

<table>
<thead>
<tr>
<th>TABLE 1. SWOT Matrix</th>
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<tr>
<td><strong>EFAS</strong></td>
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<tr>
<td><strong>Opportunity</strong> deter.</td>
</tr>
<tr>
<td><strong>Opportunity</strong> deter.</td>
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<tr>
<td><strong>Threat</strong> deter.</td>
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<td><strong>Threat</strong> deter.</td>
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In addition, this study also used SWOT analysis as shown in Figure 1.

**Figure 1. SWOT Analysis Diagram**
Source: Freddy Rangkuti, 2016: 83-84
The description of each quadrant is presented in Table 2.

**TABLE 2.**

<table>
<thead>
<tr>
<th>Quadrant</th>
<th>Description</th>
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<tbody>
<tr>
<td>Quadrant 1</td>
<td>This is a very favorable situation. The company has opportunities and strengths. Thus, it can take advantage of opportunities. The strategy that has to be implemented in this condition is to support an aggressive growth policy (growth-oriented strategy).</td>
</tr>
<tr>
<td>Quadrant 2</td>
<td>Despite facing various threats, this company has internal strengths. The strategy that has to be implemented is to use the power to take advantage of long-term opportunities by means of diversification strategy (products/markets).</td>
</tr>
<tr>
<td>Quadrant 3</td>
<td>The company faces enormous market opportunities. On the other hand, it faces several obstacles/weaknesses. The company's strategic focus is to minimize internal problems in order to win better market opportunities.</td>
</tr>
<tr>
<td>Quadrant 4</td>
<td>This is a very unfavorable situation when the company faces various internal threats and weaknesses.</td>
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4. **FINDING AND DISCUSSION**

4.1 **The Results of SWOT Analysis**

Strength Terra Compost Cattle Farm has several internal strengths that have become the basis of business in supporting production and marketing process to various places and in making a major capital become stronger compared to the other farms. Some strengths of Terra Compost Cattle Farm are: Wide land that allows development. In terms of producing organic fertilizer, a place is needed to carry out the production process. The land owned in producing Terra Compost and the breeding of cattle is about 2 hectares. It is one of the strength because it allows a greater number of product developments such as the expansion of cages or land for planting corn. Cornstarch can be processed into cattle’s food. Better quality of fertilizer production compared to others. Nowadays, consumers are very good at finding the desired product. They want a good quality product. Terra Compost fertilizer is one of high-quality compost because it has a private cattle farm which selects quality food to be eaten by the cattle. Thus, it can properly control the quality of cattle excretion. Mr. Christ also chooses a mixture that is not arbitrary. Terra Compost is mixed with rotten fruits which are natural ingredients. Rotten fruit is good at processing and moistening the soil to remain fertile. Systematic Management. As the owner of a cattle farm that produces Terra Compost, Mr. Chris immediately went into the field as head and manager in charge of the field. Mr. Chris is a graduate in business abroad. Therefore, it makes his capital manage this farm to be systematic and organized. Weakness Minimum market share Since it is a home industry which is driven by an individual, its marketing uses a manual system. It markets the products by visiting one shop which wants to be an agent to sell Terra Compost and going to the farmers to promote and conduct fertilizer application trials to farmers' crops. This makes it difficult for business owners to introduce their products to the market because it has costs. Lack of workforce To enter world livestock, it takes full courage and responsibility in terms of cattle feed control, cow hygiene and cow health as well as the quality of compost. Those aspects need workforce tenacity. The Terra Compost cattle farm has a minimum of 4 employees and 1 owner to directly interact with the cows. This cattle farm includes labor shortages. Bad fertilizer packing system Since it is a home industry, the technology used is simple. For example, in the packaging process, the final products were packed using simple tools. To pack a 1kg fertilizer, the plastic used is kilos plain plastic. On the front of packaging, there is the name of the compost. The packaging still used a simple plastic heating machine to glue the plastic. If 12 kg of compost was packed into 25 kg sack, it certainly makes a sack waste. Thus, in the packaging, the sack is only sewn manually with a burlap sack at the front display which has Terra Compost logo on it. Below is a capture of Terra Compost packaging in 12kg and 1kg of packaging packed in clear plastic. The figure of Terra Compost packaging can be seen in Figure 2 and Figure 3.

![Figure 2. 12 kg packaging of Terra Compost](image)

![Figure 3. 1 kg packaging of Terra Compost](image)
been disposed of or burned. Entrepreneurs bought these wastes at low prices from cattle farmers before processing it with cheap production capital as well. c. Lack of cow waste management for compost in Riau. Riau is an area where people tend to raise a lot of cattle for their milk and for their meat (beef cattle). Due to a large number of people who want to raise cattle, there are many farmers who are confused about how to deal with cow manure. Most cattle farmers throw away cow manure in a dump in order to remove unpleasant order in the surrounding environment. For this reason, Mr. Christ has the opportunity to buy cow manure from local cattle breeders who are not good at processing cow manure at affordable prices. In turn, cattle farmers also get the benefit from selling cow waste which is considered as garbage to them. Threats a. Fluctuating prices of cattle food and costs of cattle care. Cows, especially cattle’s need treatments such as routine vitamin injections. Cattle health care and food check also need to be controlled as well as possible. These cows are not only given grass as a food but also given cornstarch and some other types of food in order to make more quality cow manure. The price of corn starch purchased from local people who cultivate corn is not always stable. The price demands on the yield produced. If the harvest is successful then the price will be stable. However, if the harvest fails a little, it will affect the price of corn starch. Likewise, medicines for cattle are not always stable. Moreover, the price of drugs and vitamins is fluctuating. b. People awareness to produce their own compost. The ease of obtaining the main raw material in producing compost is one of the main reasons why there have been so many competitors establishing a home industry to manage compost and sell it to the market. People began to think about how to get rid of cow manure and make a lot of profits at the same time. Therefore, more and more people and entrepreneurs produce compost. Rivals in fighting for the consumers’ interest are increasingly difficult because of the emergence of new competitors. c. Many companies produce large quantities of compost. Ordinary people, as well as wealthy entrepreneurs, are interested in this business. They see the production of compost as a promising business opportunity. Thus, the entrepreneurs who already have a lot of business capital easily start to open a farm. As a result, a large number of entrepreneurs opening large farms by buying hundreds of cows from various corners of the region as the main capital impacting small entrepreneurs who only have a dozen of cows to manage. Therefore, it can be a threat to Mr. Christ’s cattle ranch.

4.2 The Results of the Internal and External Strategy Factor Matrix
This stage consists of not only a data collection activity but also a classification and pre-analysis activity. The internal matrix consists of strengths and weaknesses while the external matrix consists of threats and opportunities. The internal matrix values are shown in Table 3 and Table 4. follows

<table>
<thead>
<tr>
<th>TABLE 3. Descriptive The Results Of SWOT Analysis</th>
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<tbody>
<tr>
<td><strong>External Strategy Factors</strong></td>
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<tr>
<td><strong>Opportunities</strong></td>
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<tr>
<td>1. Many consumers need compost as a natural fertilizer</td>
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<td>2. Compost is cheaper than chemical fertilizers</td>
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<td>3. Lack of cow manure management for compost in Riau</td>
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<tr>
<td>4. A large number of cattle farmers who have not been proficient at managing fertilizers. Therefore, those fertilizers were purchased at low prices.</td>
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<tr>
<td>5. The quality of compost products in Riau is still lacking</td>
</tr>
<tr>
<td><strong>Matrix Value</strong></td>
</tr>
<tr>
<td><strong>Threat</strong></td>
</tr>
<tr>
<td>1. Fluctuating prices of feed and cattle care</td>
</tr>
<tr>
<td>2. People awareness to produce their own compost increased</td>
</tr>
<tr>
<td>3. Many companies produce large scale compost fertilizer</td>
</tr>
<tr>
<td>4. Farmers lack knowledge. Thus, promoting compost in the field more often is needed</td>
</tr>
<tr>
<td><strong>Matrix Value</strong></td>
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<tr>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>

Source: Processed data, 2018
Table 3 shows the total score of internal factor's consisting of strengths and weaknesses is 3.475).
developing new products, increasing the quality of products or services, or increasing access to a wider market. The businesses are done by minimizing costs in order to increase profits. This method is the most important strategy if the company is in rapid growth. Moreover, there is a tendency of competitors to carry out price wars in an effort to increase market share. Therefore, companies that have not reached critical mass (profit from large-scale production) will experience defeat unless it focuses on the certain profitable market (Rangkuti, 2016). Meanwhile, by concentrating to Vertical Integration (Cell 1), growth can be achieved by means of backward integration (taking over the functions of suppliers) or by means of forwarding integration (taking over the functions of distributors). This is the main strategy for the company which has a high –tensile industry. In order to increase the strength of its business or its competitive position, this company needs to carry out efforts to minimize costs and inefficient operations to control product quality and distribution. Vertical integration can be achieved through both internal and external resources. Some advantages of vertical integration are lower at costs and able to increase coordination and control. This is the best way to form a strong company in order to increase attractive competitive advantage in the industry (Rangkuti, 2016).

5 CONCLUSION AND SUGGESTIONS

5.1 Conclusions
This study concludes the following conclusions: Terra Compost Cattle Farm is one of compost home industry which manufacturers their own brands. Seen from its type, Compost is a product classified as an organic agricultural industry. Based on the IFAS (internal factors analysis summary) matrix, it can be seen that the strength possessed by Terra Compost Cattle Farm has a core (weight x rating) = 1.88 consisting of: Large land that allows for the development of backward integration (taking over the functions of suppliers) or by means of forwarding integration (taking over the functions of suppliers). This is the main strategy for the company which has a high –tensile industry. In order to increase the strength of its business or its competitive position, this company needs to carry out efforts to minimize costs and inefficient operations to control product quality and distribution. Vertical integration can be achieved through both internal and external resources. Some advantages of vertical integration are lower at costs and able to increase coordination and control. This is the best way to form a strong company in order to increase attractive competitive advantage in the industry (Rangkuti, 2016).
management Good feed quality Having private cattle farm to be used as compost. Meanwhile, the weaknesses of Terra Compost Cattle Farm have a score (weight X rating) = 1.595 consisting of: Minimal market share Lack of skilled workers in producing compost fertilizer Not good fertilizer packing systems Lack of fertilizer management technology Lack of cows to produce fertilizer Based on EFAS (external factors analysis summary) matrix, it can be seen that the opportunity has a score (weight x rating) of 2.185 which consists of: The number of consumers who need compost as a natural fertilizer Cheaper price of compost compared to chemical fertilizers Lack of cow manure management in Riau The number of cattle farmers who have not been proficient at managing fertilizers. Cow manure can be purchased at low prices. The quality of compost products in Riau is still lacking Meanwhile, the threat of Terra Compost Cattle Farming has a score (weight X rating) of 0.864 consisting of: Fluctuating prices of feed and cattle care The increasing people awareness to produce their own compost Mass production of compost by many companies Farmers’ lack of understanding of the use of compost which needs more promotion The strategy chosen in Terra Compost Cattle Farm was known through SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). The strategies used at SO were improving the quality of fertilizer production, making an advertisement for compost to make it easier for people to find compost products. Developing land area to increase compost production, and increasing cattle population. The strategies used at WO were: improving livestock facilities and infrastructure facilities, participating in existing training, making policies on the use of technology for production and the process of livestock products, and going directly to the field by applying the compost directly to the farmers’ land. The strategies used at ST were maintaining the quality of fertilizer production in order not to be disturbed by others and expanding the area of fertilizer marketing. The strategies used at WT were trying to reduce large-scale production to prevent a vacuum in cattle supply in the ups and downs of cattle prices, improving product quality, creating innovations in products and packaging to be more attractive, trying to reduce large-scale production to prevent the supply of cattle from gaping up and down beef prices.

### 5.2 Suggestions

The suggestions proposed by the researcher in connection with the results of the study are as follows: The business owner has to be more diligent in expanding their market by placing their products in other agricultural stores to make their product, Terra Compost, can be widely known. The business owner has to go to the location often and apply Terra Compost to make the farmers confident with the results of this product. The livestock quality has to be improved by improving nutritional intake, food, and cow health in producing Terra Compost.

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**References**


