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Prospects for the Development of Sago Home Industry ((Metroxylon sp) In Aketobololo Village, Central Oba District, Tidore Island City, North Maluku

Mirnawati Mahangiri[1], Nur Azizah. HS[2], Abdul Aziz Ramli[3]

Nuku University/Faculty of Agriculture and Forestry/Agribusiness

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Abstract

This study aims to look at the process of selecting raw materials, processing and marketing as well as formulating a strategy for the development of a sago home industry in the villages of Akedotilou and Aketobololo with an emphasis on the aspects of opportunities, weaknesses, threats and challenges that occur in these businesses. This study uses a qualitative method with a descriptive approach. Data analysis used is SWOT analysis. internal factors (strength) that have an influence on the relatively high level of importance: (1) the availability of Raw Materials with an average weight of 0.76, followed by (2) Capital has an average weight of six experts of 0.63 ; (3) the availability of labor with an average weight of 0.56; (4) selling price with an average weight of 0.48; (5) Skills with an average weight of 0.36. Internal factors (weaknesses) that have an influence on the relatively high level of importance: (1) Land Ownership with an average weight of 0.14, followed by (2) Packaging with an average weight of 0.12; (3) Promotion with an average weight of 0.07; (4) There is no Health Standard and BPOM with an average weight of 0.05. 3. external factors (opportunities) that have the highest relative influence or level: (1) strategic industrial position with an average weight of six packs of 0.84, followed by (2) demand for sago with an average weight of 0 .48; (3) socio-cultural conditions with an average weight of 0.39. The results of the evaluation of the EFE matrix, obtained a total score of 3.87 which indicates the business conditions for processing sago flour are moderate or above average. External factors (threats) that have the highest relative importance or influence: (1) business competition with an average weight of six experts of 0.84, followed by (2) natural conditions with an average weight of 0. 68; (3) there has been no government attention with an average weight of 0.36 (4) inadequate road conditions with an average weight of 0.28.

Keywords: *Home Industry, Marketing, Sago, Strategy, SWOT*

(*) Corresponding Author: mirnawati@gmail.com

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Introduction

The sago tree or in Latin it is called Metroxylon Sago is a native Indonesian plant which is generally spread in the forest areas of eastern Indonesia. Sago trees are thought to originate from Maluku or Papua. There are even those who specifically say they come from the Sentani area, Papua. Then spread in Southeast Asia, the Pacific, East Asia, and South Asia. Broadly speaking, a sago tree named Latin Metroxylon sp. it is similar to a coconut tree. Sago is a monocotyledon plant or has one seed from the family (family) Palmae, genus (genus) Metroxylon from the order Spadiciflorae (Bintoro, 2014).

Tidore Archipelago is one of the cities located in North Maluku province which has diverse local food and cultural potentials as well as the potential for communities to be able to produce, process and consume diverse local foods. Tidore Islands is one of the cities located in North Maluku province which has diverse potential for food and local culture as well as the potential for communities to be able to produce, process and consume diverse local food (Azizah, 2012).

Indonesia is the largest sago producing country in the world, with 5.4 million hectares of sago land spread across Indonesia, of the total 6.5 million hectares in the world. Of the total 5.4 million hectares of sago land, it is spread over the islands of Papua, Kalimantan, Sulawesi, Sumatra and Maluku. Meanwhile, Papua is the area with the largest distribution of sago fields in Indonesia, namely 5.3 million hectares or 95 percent of the total sago fields in Indonesia (Bintoro, 2014; Indonesian Director General of Plantations, 2017).

The Indonesian population, which is spread from Aceh to Papua, has a number of local foods that are used as a source of carbohydrates to replace rice. In Maluku and Papua, for example, the local community uses the rumbia tree (metroxylon sp) or what the local people call the sago tree as local food. Industry is an economic activity that processes raw materials into finished goods or semi-finished goods (manufacturing industry).

The tarpaulin recycling home industry includes industries that process semi-finished materials (because they are damaged/second) to be turned into finished goods again, the process is carried out in the home environment that has this home industry. An industrial house is an environment or condition that needs to be created and built so that a more solid foundation for change can be realized, including making efforts to develop the human resource process. In the era of industrialization, society is described as consisting of productive people who are based on strong mental attitudes and motivation to advance in discipline, high dedication to the characteristics of their family (Triandaru, 2001).

Research methods

This article is the result of a field study conducted for three months, starting from October to December 2022. This article is also the result of a field study conducted in Akedotilou Village and Aketobololo Village, Oba Tengah District, Tidore City, Kepualaun. Akedotilou Village and Aketobololo Village were chosen as research locations because the two villages are centers for processing sago flour. This study uses a qualitative method with a descriptive approach. The data analysis used is SWOT analysis. The determination of informants in this study used a purposive sampling technique, namely the technique of determining informants based on certain considerations (Sugiyono, 2009). Sources of data in this study consist of primary data and secondary data. The primary data in this study were obtained by interview and observation methods. At the time of conducting the interview, the researcher adjusted to the informant's willingness, the researcher asked the informant's willingness either at home, or directly at the sago processing site. As for the research questions, the researcher prepared a number of questions related to the prospects and knowledge of actors about sago processing. In order to get more accurate data and break the ice, the researchers used North Maluku accent

Malay and occasionally used the local Tidore language. While the secondary data researchers read several sources such as books, journal articles, papers, and others. Data analysis was performed by data reduction, data presentation and data conclusion, as well as data validation by comparative analysis.

Results and Discussion

1. Brief History of the Sago Industry in Aketobololo Village

Aketobololo Village is a coastal village located in the Oba Tengah District, Tidore City, on the island. The total population in the village as a whole is 1024 people, with a total population of 502 women and 522 men. The people in Akotobolo village have a variety of livelihoods, such as farmers, fishermen, teachers, entrepreneurs and motorists. Most of the majority of the people in Aketobololo village have a livelihood as farmers, both garden and field farmers. Even so, there is one type of business that is the main commodity in the village, namely the sago processing business.

The sago processing business in Aketobololo village has been going on for a long time. Although there is no definite data showing since when the sago processing business was first carried out by the people in the village. Based on the results of interviews with a number of informants in Aketobololo village, most of the informants believed that the boom in the sago processing industry to be used as a commodity for sale occurred in the early 2000s. This is because the number of requests for processed sago flour is increasing and access to the market is easily accessible by business actors and buyers who go directly to the production site. Even though before 2000 there was a sago processing business, the sago flour makers produced sago flour only for household consumption, occasionally selling it if a buyer ordered in advance or the buyers came directly to the sago maker's house.

Based on field data obtained from interviews and observations obtained from 10 informants who are the main actors in making sago flour and have competence in developing sago businesses located in Aketobololo Village, Oba Tengah District.

2. Equipment

The sustainability of a business is largely determined by a number of production components, so that a series of production processes can run well and produce a quality product. The main components besides quality human resources, the equipment needed in every production business must be adequate.

The sago production business in Aketobololo village still uses semi-traditional equipment. For example, the tools used to crush sago stalks that have been cut, business actors use machine tools, this is intended so that the crushing process can be carried out easily and quickly. So that time and effort during production can be maximized efficiently.

3. Production Process

Sago flour processed by business actors in Aketobololo village is still done traditionally, the production process is carried out in stages starting from the selection of quality raw materials to the marketing process. Business actors usually choose raw materials or sago trees to use as raw materials by observing sago tree shoots that have lost their leaves or are around 3-4 years old.

Raw materials that are considered ready for harvest are then felled using sengso. In the next stage, the sago trees that have been felled are then cut to a size of 1m to 1.5m. The stems are then transported to the next processing site. Each sago stick measuring 1m-1.5m is split into four to five parts, according to the diameter of the sago sticks.

The next process is the refinement of the raw material which is done by grating it and then squeezing the essence. The grated sago powder is then placed in a container made of sago fronds and then doused with water and then squeezed until the sago starch in the powder becomes processed sago.

In order to get the best quality processed sago, the squeezed sago starch is then left in a container made of tarpaulin for about two weeks. However, at this stage, not all business actors wait up to two weeks. If there are requests from buyers and collectors, business actors usually only need one or two days for the immersion process. Of course the quality of sago that is allowed to settle for two weeks has a far better quality than those that only soaked for one or two days.

Sago business actors are businesses that produce sago flour in Aketobololo village, usually carried out by husband and wife and as a whole the production process is only carried out by two people. Sago flour produced from the village has the potential to be developed because it is used not only for household needs but also for various industrial needs, including the raw material for making sago plates and sago flour is also part of the menu in several restaurants in the North Maluku region. This causes the demand for processed sago flour to increase.

Discussion

1. Analysis of Strategic Environmental Factors

a. Internal factors

Internal factor analysis of a business is carried out to see the extent to which a business actor's ability to adapt to conditions that affect the sustainability of the business. Based on the SWOT analysis, internal factors that influence a business include strengths and weaknesses. The strengths and weaknesses possessed by business actors in Aketobolo village are as follows:

a. Strength

1. Selling Price. One of the basic things felt by sago business actors in Aketobololo village is the condition of increasingly stable production prices. This is because the

selling price of processed sago products ranges from Rp. 120,000 to Rp.! 50,000 per tumang. This condition occurs when buyers/collectors come directly to the place of production, the price given by business actors is Rp. 120,000, however, if business actors sell directly to the market, the selling price on the market is Rp. 150,000 per tumang.

2. Availability of Raw Materials. Sago trees that grow in the village area of Aketobolo occur naturally. Every mature sago tree always produces young sago tree shoots around it. So that the availability of raw materials for making sago flour is always abundant in the region.
3. Labor Availability. As a home industry, the availability of labor to carry out the production process is not much, of the ten work units of sago processing businesses interviewed by researchers, most of the business is carried out by married couples. There are only three work units assisted by the family. Even that is done when logging raw materials and transporting raw materials to production sites. This condition occurs because sago processing is the main livelihood of the family and minimizes operational costs.

4. Capital. Business capital is fundamental to the sustainability of a business. In the context of sago processing business actors in Aketobolo Village, business actors do not really need large capital, because all production processes are still carried out in traditional ways and most of the tools used are still traditional. For business actors, the capital (money) needed is when the business actors will sell processed products to the market on Tidore Island.
5. Skills. The sago flour business actors in Aketobolo Village have very adequate skills. This is because every product processed from sago always produces quality sago flour and the business they have been doing has been running for about 15 years.

b. Weakness

1. Land Ownership Status. The sago business actors in Aketobolo Village do not permanently own sago land, the sago trees that are processed belong to the land owner. So that there is a production sharing process, namely for every seven sago trees that are cut down, the land owner has the right to one sago tree. Even so, landowners intervene in the process and production results, they only receive money from sales from business actors.
2. There are no health standards from BPOM. Based on national standards, each food processing business unit should have quality standards from the Food and Drug Monitoring Agency (BPOM). Meanwhile, processed sago flour in Aketobolo Village does not yet have BPOM standards.
3. Promotion. The promotion strategy carried out by business actors in processing sago flour in developing sago businesses in Aketobololo Village and Village is less effective because they are still using word of mouth. Based on the results of observations from researchers, sago business actors must keep up with the times, where they need to try to promote their products in the form of publications. Which

aims to indirectly influence consumers so that they become aware of and like the product through word of mouth.
The thing that can be drawn in the discussion above, is by using an effective marketing mix strategy in developing sago businesses in and Aketobololo Village to see which are the advantages and disadvantages of marketing their products. The level of effectiveness in product marketing is also right on target so that no operational processes are carried out in vain. Simply put, no matter how good the product offered by the sago business actors in their business, if they do not know or fail to market their products, it will also be in vain.

4. packaging. Production packaging that is ready to be marketed still uses traditional tools and materials. For example, during the pressing process, business actors still use the bark of sago trees as a place to put the sago pulp to be squeezed and a cloth to filter the sago pulp, then, as a place to store the squeezed sago juice, the business actors make a kind of container made of tarpaulin. to accommodate the sago starch. After all the production processes are complete, all the sago starch that is in the reservoir will be taken out to be packed into a container called tumang. The packaging used by business actors is several sago leaves put together in an elongated round shape with a diameter of approximately 17cm and a length of about 20cm, with a weight of approximately 20kg.

b. External Factors

Analysis of external factors to a business is carried out to see the extent to which the ability of business actors can adapt to conditions that affect the sustainability of the business. Based on the SWOT analysis, internal factors that influence a business include opportunities (Opportunities) and threats (Threaths). The opportunities and threats owned by business actors in Aketobolo village are as follows:

a. Opportunity

1. Request Sago. In contrast to before 2000, the level of market demand for processed sago flour in the Tidore City Islands was still very minimal, this was because there were still many households producing sago flour for their daily consumption, in contrast to entering 2000, sago flour makers decreases, so the demand for sago flour in the market is higher. Business actors and buyers have had interactions since they started the business, so that each business actor has their own subscriptions, so that buyers/collectors who come to buy processed products in large quantities range from 40 to 60 buyers at one time. In addition, the demand for sago flour is not only in the City of Tidore Islands, but also reaches Central Halmahera and South Halmahera Regencies.

b. Strategic Industrial Position. the development strategy and sustainability of a business, a strategic business location will determine the process of distributing industrial products to the hands of consumers. In the case of the sago flour processing business in Aketobolo Village, the industrial location is strategic. The production location is in the area where sago trees grow and is right in the direction

of the river flow, so that business people can carry out the production process optimally and efficiently. This is because to process sago flour requires a very large volume of water. In addition, the sago tapung processing business is located not far from residential areas, so that to reach the industrial location you can use motorized vehicles (motorcycles and cars) to transport production. Apart from that, in Aketobolo village there is also a jetty where businesses can easily distribute their processed products to markets on Tidore Island and other islands in the North Maluku region.

3. Socio-Cultural Conditions. Processed sago (popeda/papeda) is a source of carbohydrates to replace rice which is still consumed by many people in the City of Tidore Islands and North Maluku. Apart from being a family dish, these dishes can also be found when there are cultural events or social events that involve many people. Based on the results of observations and interviews, the perpetrators of processing sago flour are indigenous people in the area. So that the level of kinship between fellow business actors is very thick. There are several processing activities where business actors help each other. When one business actor cuts down sago trees, other business actors help each other. In addition, if there is a buyer who wants to buy processed products, but certain actors do not yet have processed products, they will be directed to other business actors who already have processed products.

b. Threat

1. Business Competition. The existence of a sago flour processing business in Aketobolo Village, with a total of 10 industrial units, forces the operators of the sago flour processing business to compete and produce quality processed sago products. Conditions like this can be done by paying attention to every step of production, starting from selecting quality raw materials, maintaining processed products according to market demand standards and maintaining good relations with buyers. This is because, if the quality of processed products is not good, then the level of buyers can be reduced and choose businesses that have processed products of good quality.
2. There is no government attention yet. As a source of carbohydrates to replace rice with a high level of market demand, the processing of sago flour in Aketobolo Village has not received serious attention from the government. Based on the results of interviews with a number of sago starch business actors, what business actors expect most is the availability of modern and adequate production equipment as well as road access to and from the production site in order to facilitate the process of transporting production products.

3. Natural Conditions. As a business unit whose availability of raw materials depends on nature, business actors should have management and control over the availability of raw materials. This condition is done to maintain the stability of the staple material. If the logging of sago trees is carried out continuously without nurturing new shoots, it is certain that the number of sago trees will decrease and threaten the sustainability of the business.

4. Inadequate Road Conditions. Road access from and to the production location is an important indicator of the sustainability of the business. If road access is adequate, business actors will easily bring their products to their homes or buyers will easily access production locations and will increase purchasing power.

2. SWOT Matrix

Based on the results of the SWOT matrix analysis above, 8 (eight) alternative strategies for developing the Sago Agribusiness Partnership Pattern in Aketobololo Village, Oba Tengah District, Tidore City Islands, North Maluku were obtained. An explanation of the strategy generated from the SWOT metric is as follows:

1. SO Strategy (Strengths-Opportunities)

The SO strategy is an alternative strategy that uses the internal strength of the sago processing business unit to seize opportunities outside the sago processing business unit. The resulting SO strategy is as follows:
1. Utilizing the availability of raw materials, labor, and taking advantage of socio-cultural conditions to increase production to maintain the stability of demand for sago and selling prices in the market.
2. Optimizing the skills of sago business actors to meet the demand for sago in the market.

Based on the SO (Strengths-Opportunities) strategy, it can be concluded that the ability of sago processing businesses to take advantage of the availability of raw materials, labor properly and take advantage of socio-cultural conditions, namely the consumption of processed sago is a special food that is always present at every social cultural event, so the level of demand for sago on the market is increasing. In addition, if sago business actors can optimize labor and production skills, the demand for processed sago in the market will also increase.

2. WO (Weaknesses-Opportunities) Strategy

The WO strategy is an alternative strategy that is carried out by minimizing the weaknesses of the sago processing business unit by making the most of opportunities. The resulting WO strategy is as follows:
1. Take advantage of strategic industry positions to increase promotions.
2. Take advantage of the high demand for sago to obtain health standards from BPOM.
3. Improving the packaging of processed products to increase the demand for sago in the market.
Based on the WO (Weaknesses-Opportunities) strategy, it can be concluded that by utilizing the strategic position of the sago processing industry, sago business actors can carry out maximum promotions. Sago business actors must also be able to take advantage of the high demand for sago in the market to apply for health standards for food from BPOM. In addition, if each sago business actor can improve the

packaging of processed sago products with packaging that is easier to carry and secure, then the demand for sago will increase because it is safer to carry for sale.

3. ST Strategy (Streangths-Treaths)

The ST strategy is a strategy that uses the internal strength of the sago processing business unit to avoid or reduce the impact of threats faced by the business unit. The resulting ST strategy is as follows:
1. Maintain the stability of selling prices, business capital, skills and availability of raw materials to the maximum so that they can compete with other sago business units.
2. Optimizing skills so that they are able to compete with other sago processing business actors.

Based on the ST Strategy (Streangths-Treaths) it can be concluded that by maintaining the selling price position, strengthening business capital and maintaining the availability of raw materials, sago processing businesses can compete with other sago processing business units. In addition, if sago business actors can optimize their sago processing skills starting from the process of selecting raw materials, logging to the production process, then they can compete with other sago business units.

4. WT Strategy (Weaknesses-Treaths)

The WO strategy is an alternative strategy that can be implemented by business units by minimizing the weaknesses of the sago processing business unit to avoid the threats faced by the business unit. The resulting WT strategy is as follows:
1. Make maximum use of promotions in order to be able to compete with other business units.
2. Optimizing government attention in order to obtain BPOM health standards.

Based on the WT (Weaknesses-Treaths) strategy, it can be concluded that if sago business actors can carry out maximum promotions, they can compete with other sago business units. In addition, by optimizing the attention of the government, sago business actors will be able to obtain BPOM food and drug health standards.

Table 1. SWOT analysis

Internal Factors (IFAS) / Eksternal Factors (EFAS)	(STRENGTHS-**S**) 1. Selling price 2. Availability of Raw Materials 3. Labor Availability 4. Capital 5. Skills	(WEAKNESS-**W)** 1. Land Ownership Status 2. There are no BPOM Health Standards 3. Promotion 4. Packaging
(OPPORTUNITIES-**O)** 1. Request Sago 2. Strategic Industrial Position 3. Socio-Cultural Conditions	**SO STRATEGY** 1. Utilizing the availability of raw materials, labor and taking advantage of socio-cultural conditions to increase production to maintain the stability of sago demand and selling prices in the market (S2, S3, S5, O3, O1, S1) 2. Optimizing the skills of sago business actors to meet the demand for sago in the market (S5,O1)	**WO STRATEGY** 1. Utilizing strategic industry positions to increase promotion (O2, W3) 2. Take advantage of the high demand for sago to obtain health standards from BPOM (O1, W2) 3. improve the packaging of processed products to increase the demand for sago in the market (W4,O1)
(TREATS-**T**) 1. Business Competition 2. There is no government attention yet 3. Natural Conditions 4. Inadequate Road Conditions	**ST STRATEGY** 1. Maintain maximum stability of selling prices, business capital, skills and availability of raw materials in order to be able to compete with other sago business units (S!,S4,S5,S2,T1). 2. Optimizing skills to be able to compete with other sago processing business actors (S5, T1)	**WT STRATEGY** 1. Make maximum use of promotions in order to be able to compete with other business units (W3, T1) 2. Optimizing government attention in order to obtain BPOM health standards (T2, W2)

Conclusion

1. Internal factors (strengths) that have an influence at a relatively high level of importance on the development of a sago agribusiness partnership pattern (metroxylon sp) in Aketobololo Village, Oba Tengah District, Tidore Kepualaun City, North Maluku are as follows: (1) Material availability Standard with an average weight of 0.76, followed by (2) Capital has an average weight of six experts of 0.63; (3) the availability of labor with an average weight of 0.56; (4) selling price with an average weight of 0.48; (5) Skills with an average weight of 0.36.

2. Internal factors (weaknesses) that have an influence on the relatively high level of importance on the development of a sago agribusiness partnership pattern (metroxylon sp) in Aketobololo Village, Oba Tengah District, Tidore Kepualaun City, North Maluku are as follows: (1) Land Ownership with an average weight of 0.14, then followed by (2) Packaging with an average weight of 0.12; (3) Promotion with an average weight of 0.07; (4) There is no Health Standard and BPOM with an average weight of 0.05.

3. External factors (opportunities) that have the highest relative influence or level in the development of a sago agribusiness partnership pattern (metroxylon sp) in Aketobololo Village, Oba Tengah District, Tidore Kepualaun City, North Maluku are (1) a strategic industrial position with an average weight the average of six packs is 0.84, followed by (2) requests for sago with an average weight of 0.48; (3) socio-cultural conditions with an average weight of 0.39. The results of the evaluation of the EFE matrix, obtained a total score of 3.87 which indicates the business conditions for processing sago flour are moderate or above average.

4. External factors (threats) that have the highest influence or level of relative importance in the development of a sago agribusiness partnership pattern (metroxylon sp) in Aketobololo Village, Oba Tengah District, Tidore Kepualaun City, North Maluku are (1) business competition with an average weight -the average of six experts is 0.84, then followed by (2) natural conditions with an average weight of 0.68; (3) there has been no government attention with an average weight of 0.36 (4) inadequate road conditions with an average weight of 0.28.

5. SO (Strengths-Opportunities) Strategy

1. Utilizing the availability of raw materials, labor, and taking advantage of socio-cultural conditions to increase production to maintain the stability of demand for sago and selling prices in the market.
2. Optimizing the skills of sago business actors to meet the demand for sago in the market.

Based on the SO (Strengths-Opportunities) strategy, it can be concluded that the ability of sago processing businesses to take advantage of the availability of raw materials, labor properly and take advantage of socio-cultural conditions, namely the consumption of processed sago is a special food that is always present at every social cultural event, so the level of demand for sago on the market is increasing. In addition, if sago business actors can optimize labor and production skills, the demand for processed sago in the market will also increase.

6. WO (Weaknesses-Opportunities) Strategy
1. Take advantage of strategic industry positions to increase promotions.
2. Take advantage of the high demand for sago to obtain health standards from BPOM.
3. Improving the packaging of processed products to increase the demand for sago in the market.
Based on the WO (Weaknesses-Opportunities) strategy, it can be concluded that by utilizing the strategic position of the sago processing industry, sago business actors can carry out maximum promotions. Sago business actors must also be able to take advantage of the high demand for sago in the market to apply for health standards for food from BPOM. In addition, if pera sago business actors can improve the packaging of processed sago products with packaging that is easier to carry and safe, then the demand for sago will increase because it is safer to carry long distances.

7. ST Strategy (Streangths-Treaths)
1. Maintain maximum stability of selling prices, business capital, skills and availability of raw materials in order to be able to compete with other sago business units.
2. Optimizing skills so that they are able to compete with other sago processing business actors.
Based on the ST Strategy (Streangths-Treaths) it can be concluded that by maintaining the selling price position, strengthening business capital and maintaining the availability of raw materials, sago processing businesses can compete with other sago processing business units. In addition, if sago business actors can optimize their sago processing skills starting from the process of selecting raw materials, logging to the production process, then they can compete with other sago business units.
8. WT Strategy (Weaknesses-Treaths)
1. Make maximum use of promotions in order to be able to compete with other business units.
2. Optimizing government attention in order to obtain BPOM health standards.
Based on the WT (Weaknesses-Treaths) strategy, it can be concluded that if sago business actors can carry out maximum promotions, they can compete with other sago business units. In addition, by optimizing the attention of the government, sago business actors will be able to obtain BPOM food and drug health standards.

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