ABSTRACT

ASMIATI, 2013. Development Strategy of Rice Business in PT. Pertani (Persero) in Sidrap Regency, supervised by Ratnawati Tahir and Abd. Rahman Rahim.

The purpose of research was to assess management of rice production and rice sales, and also to formulate company strategy in increasing production and rice sale in PT Pertani (Persero) in Sidrap Regency.

The research was conducted from September to November 2012. Determination of informants were done purposely that were consisted of head of PT Pertani, head of Marketing, head of Production and 7 (seven) people of factory employees.

Research result showed that PT. Pertani Sidrap in increasing rice production with standard was suggested by government to keep control/concern with the quality to get as much as selling income. The price was variety so that could be bought by all consumers. Collaboration with distribution was to get extensive market, increase selling volume and enhance promotion of the product with low budget such as pamphlet, banner etc.

Key words: Strategy, Rice, Production, Marketing

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