

**MINING STRATEGY IN INCREASING CHOCOLATE MUSHROOM CULTURE PRODUCTION  
ON (USAHA MATAHARI JAMUR DI DESA PAROMBAN KABUPATEN ENREKANG)**

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**Abstract**

*This research aims to find out the development strategy in increasing the production of cultivation of chocolate squid mushrooms (pada usaha matahari jamur di Desa Parombean Kabupaten Enrekang). The research method used through qualitative descriptive research using methods of data collection through observations, interviews and documentation of an object of research which will then be analyzed using SWOT analysis. Through interviews with stakeholders in the Sun Fungi enterprise in Parombean Village Enrekang district, the conclusion drawn based on the current conditions, the sun fungi business in Parobean village Enrekange district is in the first quarter, showing that the company is experiencing a very favourable situation. The strategy that can be applied to the Sun mushroom enterprise in Parombean Village Enrekang district in terms of Quadrant I is aggressive strategy.*

**Keywords:** Development Strategy, SWOT Analysis, Increase Production, Sun Fungi.

**Abstrak**

Penelitian ini bertujuan untuk mengetahui Strategi pengembangan dalam meningkatkan produksi budidaya jamur tiram coklat (pada usaha matahari jamur di Desa Parombean Kabupaten Enrekang). Metode penelitian yang digunakan melalui penelitian deskriptif kualitatif dengan menggunakan metode pengumpulan data melalui observasi, wawancara dan dokumentasi terhadap suatu objek penelitian yang kemudian akan dianalisis menggunakan analisis

SWOT. Melalui wawancara dengan pemangku kepentingan di usaha Matahari Jamur di Desa Parombean Kabupaten Enrekang, kesimpulan ditarik berdasarkan dengan kondisi saat ini, usaha matahari jamur coklat di Desa Parombean Kabupaten Enrekang berada dalam kuadran pertama, menunjukkan bahwa perusahaan sedang mengalami situasi yang sangat menguntungkan. Strategi yang dapat diterapkan pada usaha Matahari jamur di Desa Parombean Kabupaten Enrekang dalam hal pada kuadran I yaitu strategi agresif. Strategi agresif memanfaatkan seluruh kekuatan dan peluang untuk memanfaatkan peluang yang ada.

**Kata Kunci :** Strategi pengembangan, Analisis SWOT, meningkatkan produksi, matahari jamur.

## INTRODUCTION

The majority of Indonesians work as farmers, but agricultural productivity is still far from expected due to low human resources and lack of public knowledge in the cultivation of agricultural land. (Rezky dkk; 2016). Food crops as one of the sub-sectors in the agricultural sector is a very important sub-sector. The role of food crops is the life of the people depends therefore the availability of food materials is very necessary given so many people who need it. (Nurhayani, 2015).

One of the most prospective and potential today is the cultivation of mushrooms. Mushroom mushroom is one of the types of mushrooms known to the general public. The commonly consumed and cultivated mushroom is the brown mushrooms because it has a soft meat texture and taste that almost resembles chicken and has a high nutritional content and a wide variety of essential amino acids, proteins, fats, minerals, and vitamins. Mushrooms have a high vegetable protein content, comparable carbohydrates, as well as a low fat content of beef but comparable to other vegetables. Thus, Mushroom mushrooms are rich in protein, fiber, vitamin B, vitamin C, potassium, and magnesium. Mushroom mushrooms also have antioxidant and antibacterial properties that are beneficial to health. (Setyowati dkk; 2020). As time progresses, public awareness of health is increasing, thus having a positive impact on changing patterns of food and beverage consumption. This has an impact on the consumption of mushrooms as foods that are free of chemicals and are not harmful to health. A lot of menus use white spruce mushrooms as their primary ingredient. The characteristic taste of this white squid mushroom, makes it much sought and definitely has an impact on economic opportunities.

Cultivation of peanut mushrooms is one of the commodities that are in demand in the community in Enrekang district to meet food needs. It can be seen from the demand that continues to increase every year (Rini dkk; 2019). The demand for a fairly high number of squid mushrooms is still unmet, and a lot of them are being brought from outside the area, such as par-pare and enrekang. Based on that, we need to make a strategy for the cultivation of mushrooms.

This is in line with the rising demand for mushrooms in the domestic and international markets, which opens up a huge opportunity for the business of mushroom farming, driven by increasing public awareness of health and nutrition, as well as the growing popularity of the taste of fungus. Mushroom farming is a promising business alternative with relatively small capital and high profit potential. (Setyawati dkk; 2021).

This is an opportunity for the business of chocolate mushrooms in Parombean Village, but until now the business has not been able to do the development of the business. Previously this business has never done an analysis of the environment, both the internal environment and the external environment. In order to do this, this mushroom business requires a proper strategy by analyzing the internal and external environment so that it can develop the business and be able to meet consumer demands. Therefore, it is necessary to analyze the work of the Sun Fungi through the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis method, which is the analysis of the strengths, weakness, opportunities and threats to obtain development strategies to increase production on the job of this mushroom.

## **RESEARCH METHOD**

This research uses a paradigmatic approach to qualitative descriptive. Qualitative research with a descriptive approach aims to describe and explain in detail the phenomena studied. (sugiyono, 2023). Qualitative methods are measures of social research to obtain descriptive data in words and images. This is in line with what Lexy J. Moleong stated that the data collected in qualitative research is words, images, and not numbers. A qualitative research approach is an approach that does not use a statistical basis of work, but is based on qualitational evidence. Qualitative researchers collect data through various techniques, such as observations, interviews, and document analysis, and then analyze the data to produce new theories or reinforce existing theories. (Strauss dkk; 2015).

A qualitative approach is a study that displays assessment procedures that produce descriptive data in the form of written or oral words of people and observed behavior. In this case, researchers interpret and explain the data obtained by researchers from interviews, observations, documentation, thus obtaining answers to problems in detail and clearly.

The selection of qualitative research approaches is carried out on the basis of the specifications of the research subject and to obtain in-depth information and cover the social reality. According to Creswell, a qualitative approach is a set of research procedures that produce rich descriptive data about the experiences or perspectives of people involved in a particular situation, phenomenon, or problem. (Creswell dkk; 2018). Willig, C. also explains that the type of qualitative approach is a research

approach that focuses on human meaning, understanding, and experience, and seeks to capture the complexity and uniqueness of social phenomena. (willig, 2017).

With a qualitative descriptive approach, enables researchers to explore and understand the complexity of social and cultural phenomena in a profound and nuanced way. Qualitative data gives a voice to participants and allows researchers to capture their meaning and experience in ways that could not be done with quantitative methods (willig, 2018).. The presentation must be objective so that the subjectivity of the researcher in making interpretations can be avoided. Descriptive-qualitative research methods focus on the problem based on the facts performed by means of observation/observation, interviews, and study of documents. He has chosen this method as one of the writing methods in order to obtain a picture in the field and implementation in analyzing the business opportunities of cultivation of squid mushrooms in Parombean village Enrekang district.

In descriptive research, researchers will try to look at the events that are at the centre of their attention, and then illustrate them as they are. Creswell revealed that Descriptive Research aims to describe and understand complex and dynamic social phenomena, focusing on the context and meaning constructed by the participants. (Creswell, 2018).

The reason for using this method is that the researcher will be directly involved with what is being studied and also involve himself with the subject and object studied, but researchers do not need to interfere to make changes in it about what is and is happening in the topic and context of the research. Everything that happens in it is natural or natural and nothing is engineered. So any event or anything that happens on the field that relates to the object of research must be recorded in its entirety.

## **RESULT AND DISCUSSION**

Based on the research carried out on Sun Fungi in Parombean Village of Enrekang district, the following conclusions can be drawn: Development strategies in Sun Fung in Parobean Village in Enrekange district are: Expanding suppliers of main raw materials to improve the quality of raw materials, Making mushroom seedlings to reduce the risk of contamination as well as ensuring quality of the seedling, Increasing working hours for business owners to produce more mushrooms, Applying a closed system on the fungus baglog to control fungus growth, Doing grinding on the baglog in the area where the mushame has been reaped as a rejuvenation to enhance quality fungal growth, and leaf planting. Which has a stinking smell to expel pests that can inhibit the growth of clocks In connection with the current conditions, Sun Jamur village in Paromean district of Enrekang is in the first quarter, showing that the company is still superior in terms of strength and opportunity. The strategies that can be applied to Sun Fungi in Parombean Village Enrekang district in terms of the

Quadrant I are aggressive strategies. The aggressive strategy utilizes all the strengths and opportunities to exploit existing opportunities (long-term opportunities). The Sun Fung in Parobean Village in Enrekange district can exploit wide-ranging market opportunities by maximizing its power through the following strategies:

1. Develop an aggressive business plan to attract funds and investments to support the expansion of production.
2. Maintain the quality of water and plant media to ensure optimal production outcomes.
3. Establish strategic partnerships with raw material suppliers to ensure a stable supply of raw materials.
4. Develop infrastructure facilities to maintain fungal quality.
5. Take advantage of the good reputation of the enterprise in order to obtain more partnership with investors.

By implementing these aggressive strategies, Sun Mushroom Enterprise can sustainably improve production, product quality, and business profitability, as well as become a leading player in Indonesia's mushroom industry.

## **CONCLUSION**

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