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Development of the Energy Equity Epic Beef Cattle Fattening Business (Sengkang), Gilireng Subdistrict, Wajo Regency, South Sulawesi

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ABSTRACT

This study aims to formulate development strategies for the beef cattle fattening business at Energy Equity Epic (Sengkang), Gilireng District, Wajo Regency, South Sulawesi, using the SWOT analysis approach. Despite having strong potential, the business still faces internal challenges such as low farmer knowledge and limited public interest, as well as external threats like market competition and minimal government intervention. The analysis results indicate that SO, WO, ST, and WT strategies can be applied to optimize strengths, seize opportunities, minimize weaknesses, and address threats. WO and WT strategies focus on improving human resource capacity and public awareness, while SO and ST strategies emphasize the use of CSR funding, collaboration with academics, and strengthening market competitiveness. With the proper implementation of these strategies, the cattle fattening business is expected to improve productivity, expand its market, and contribute to national food security.

Keywords: *Beef cattle fattening, SWOT Strategy, Business development, livestock, CSR.*

INTRODUCTION

The growth of the national beef cattle industry is highly dependent on the success of smallholder farming operations, including cattle fattening operations. Smallholder farming operations are generally still small-scale and scattered across various regions of Indonesia, with varying levels of productivity. According to the Central Statistics Agency (2023), national beef demand continues to rise year after year, while domestic production has not yet been able to meet it optimally. This situation has led Indonesia to remain dependent on beef imports to cover domestic supply shortages. This dependence, if not balanced by strategies to boost domestic productivity, threatens national food sovereignty (Rusdiana and Praharani, 2019).

The government has undertaken various efforts to increase the population and productivity of beef cattle, such as improving farming management, ensuring feed availability, and developing integrated systems combining cattle with other agricultural commodities. However, implementation on the ground still faces various challenges, including limited land availability, high feed costs, and low technology adoption among small-scale farmers. Research by Novarista et al. (2025) in West Sumatra highlights that the efficiency of beef cattle fattening operations is often low due to traditional feed management practices and the failure to optimally utilize local feed technologies. This aligns with the findings of Natsir et al. (2020), which indicate that one of the causes of low efficiency in cattle fattening operations in Sulawesi is suboptimal husbandry management and reliance on feed from outside the region, which results in high production costs.

The beef cattle fattening operation at Energy Equity Epic (Sengkang), Gilireng Subdistrict, Wajo Regency,

South Sulawesi, is a livestock activity with significant potential for development. This region has sufficient natural resources, but its management still faces various internal and external challenges. The presence of industrial activities in this region opens up opportunities for synergy, both through community empowerment programs (CSR) and the utilization of potential land around the operational area. Despite the availability of natural resources, business management at this location still faces obstacles, such as non-standardized maintenance management and suboptimal market access.

Given the complexity of internal factors (strengths and weaknesses) and external factors (opportunities and threats) faced by cattle farmers in the Gilireng region, a comprehensive strategic framework is required. A strategic management approach is needed to transform the region's comparative advantage into a competitive advantage. Therefore, this study aims to analyze business development strategies for beef cattle fattening using SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). Through this analysis, it is hoped that priority strategies can be formulated to improve productivity and the welfare of farmers, as well as support food security in Wajo Regency.

RESEARCH METHODS

Research Location and Time

This study was conducted in May 2025 in Gilireng Subdistrict, Wajo Regency, South Sulawesi Province. The study focused on the beef cattle fattening operation owned by Energy Equity Epic (Sengkang) and the villages that received cattle assistance, namely Alausalo, Macanang, Poleonro, Laerung, Lamata, and Arajang.

Tools and Materials

The tools used in this activity included writing materials (notebooks, pens, and rulers), as well as a laptop for data processing. The materials used were questionnaires that had been developed based on the results of literature reviews and preliminary field observations.

Methodology

This study is designed as a descriptive-analytical case study conducted in an intensive and in-depth manner on the research subject, namely the beef cattle fattening farm managed by Energy Equity Epic (Sengkang). The primary objective of this study is to describe and analyze issues systematically, factually, and carefully based on the characteristics of the region or population under study. Data collection includes primary and secondary data. Primary data was obtained through direct observation and interviews with business owners, input suppliers, consumers, and relevant informants or experts. Meanwhile, secondary data was obtained from Energy Equity Epic (Sengkang) and various other relevant literature to support the analysis in this study.

Data Analysis

Qualitative primary and secondary data are presented descriptively to provide a comprehensive overview of the research subject. Subsequently, the data are analyzed using the SWOT matrix, a method used to identify and formulate strategic factors that influence the sustainability of a business or activity (Rangkuti, 2018). The SWOT matrix provides insight into how opportunities and threats from the external environment can be addressed by leveraging internal strengths and addressing internal weaknesses. The application of the SWOT matrix in this study aims to clearly illustrate how the external opportunities and threats faced by beef cattle farmers in the study area can be aligned with their internal conditions, specifically their strengths and weaknesses.

SWOT Analysis *Strengths-Weaknes-Opportunities-Threats*

SWOT analysis is a systematic process of identifying various internal and external factors to formulate alternative strategies that can be implemented within an organization or business sector. The purpose of this analysis is to maximize strengths and opportunities while simultaneously minimizing weaknesses and threats. According to Ivanov and Simeonova (2022), the results of a SWOT analysis are used to formulate development strategies that take into account internal strengths and weaknesses in the face of external conditions, such as market opportunities and environmental challenges. The resulting strategies are then grouped into four categories: SO strategies (strengths-opportunities), WO strategies (weaknesses-opportunities), ST strategies (strengths-threats), and WT strategies (weaknesses-threats), as also applied in the study by Silva, Costa, and Barbosa (2021) in analyzing organizations in the agribusiness sector. This approach provides clear direction in formulating strategic policies aligned with the real-world conditions faced by business actors.

RESULTS AND DISCUSSION

This section presents the results of a comprehensive analysis of the current state of the beef cattle fattening business in the Energy Equity Epic project area (Sengkang), Gilireng Subdistrict. The discussion begins with a description of the characteristics of the farmers as the key actors, followed by an identification of the internal and external strategic factors that influence the sustainability of the business. Based on this identification, a SWOT matrix was developed to map the business's current strategic position and design priority actions. The ultimate goal is to formulate strategies capable of enhancing farmers' productivity and competitiveness in the face of regional and national market dynamics

Analysis of Internal and External Issues

Strengths include the availability of land and abundant local feed, as well as partnerships with livestock cooperatives. Meanwhile, weaknesses include limited capital among individual farmers, poor record-keeping practices, and the suboptimal implementation of modern management practices. In terms of opportunities, market demand for local fresh beef is very high, and government assistance programs and technical training serve as key drivers. However, the threats faced include the influx of cheaper imported beef, feed price fluctuations, and a lack of price protection at the farmer level. This study suggests that the formulation of development strategies must integrate local potential and institutional interventions so that farmers can better adapt to market dynamics and policies (Kusuma and Santosa, 2021).

The results of the identification of internal and external factors in the development of beef cattle farming in Gilireng Subdistrict, Wajo Regency, yielded a number of key points classified as strengths, weaknesses, opportunities, and threats.

Table 1. Identification of internal and external analysis for the development of a beef cattle fattening businesss Energy Equity Epic (Sengkang)

Internal Factor	Description
Strengths (S)	1. Financial support and facilities from the company responsible for CSR 2. Sufficient availability of expert personnel to support CSR 3. Availability of local resources in the form of livestock seedlings and cattle feed
Weaknesses (W)	1. Livestock farmers still lack knowledge about the cattle business 2. Public interest in the cattle business remains low 3. Low compliance with standard operating procedures for cattle rotation
Eksternal Factor	**Description**
Opportunities (O)	1. There is still ample land available for feed production and livestock farming 2. Collaboration on business innovation and farmer training with researchers/academics 3. Promising commodity prices
Threats (T)	1. Competition from similar products from outside the region 2. Insufficient management of the environmental impact of livestock farming 3. Government intervention remains very limited

Source: Processed Primary Data, 2025

Alternative Strategies for Beef Cattle Farming Development

Through the process of identifying and analyzing internal and external factors, the strengths, weaknesses, opportunities, and threats affecting the development of beef cattle farming in Gilireng Subdistrict, Wajo Regency, were identified. Alternative development strategies were formulated based on these findings, taking into account the relevant and consistent actual conditions at the study site. The combination of these internal and external factors resulted in a number of alternative strategies that can serve as a basis for designing the development of beef cattle farming businesses. These strategies are summarized in the SWOT matrix presented in Table 2. In general, there are four main types of strategies that can be applied in developing beef cattle farming businesses in Gilireng Subdistrict, namely SO (strengths–opportunities) strategies, WO (weaknesses–opportunities) strategies, ST (strengths–threats) strategies, and WT (weaknesses–threats) strategies.

Strategy SO (*Strenght-Opportunity*)

The SWOT strategy, or strengths-weaknesses-opportunities strategy, is an approach aimed at optimizing internal potential in order to fully capitalize on opportunities from the external environment. Based on the analysis results, the SO strategy for developing beef cattle farming in Gilireng Subdistrict through a CSR program focuses on utilizing funding and facilities provided by companies implementing corporate social responsibility to foster innovative collaboration between farmers and academics through training and business development activities. The availability of local resources, such as livestock breeding stock and forage, as well as the vast potential of available land, can be utilized to establish an integrated livestock farming zone focused on competitiveness. This approach promotes the development of the livestock farming business not only based on production aspects but also supported by relevant and easily accessible local education systems and technology. This strategy aligns with the findings of Andriani et al. (2023), who emphasize that collaboration between external institutions and local potential is a key factor in sustainably scaling up operations and improving farmers' well-being.

Strategy WO (*Weakness-Opportunity*)

The WO strategy is employed when a company has internal weaknesses but faces significant external opportunities. The focus of this strategy is on how existing weaknesses can be addressed or minimized so that the company can capitalize on opportunities in the external environment (Fitriani and Rahmawati, 2020).

Table 2. SWOT Analysis for the Development of the Energy Equity Epic Beef Cattle Fattening Business (Sengkang).

Internal Factor / **External Factor**	***Strength* (S)**	***Weakness* (W)**
	Financial support and facilities provided by the company responsible for CSR (S1) Availability of local resources in the form of livestock seedlings and cattle feed (S3)	Public interest in the cattle industry remains low (W2) Livestock farmers' knowledge of the cattle industry remains limited (W1)
***Opportunity* (O)**	**SO *Strategy***	**WO *Strategy***
Business innovation partnerships and training for livestock farmers in collaboration with researchers/academics (O2) There is still vast potential for land to be used for feed production and livestock farming (O1)	The development strategy focuses on utilising CSR funding to encourage innovative collaboration between livestock farmers and academics in the field of livestock business training. With the support of facilities and the availability of local resources, the vast potential of the land can be harnessed to create integrated and competitive cattle farming areas.	The low level of interest and knowledge among farmers will be addressed through training and mentoring programmes that capitalise on opportunities for collaboration with academics and the use of potential land. This approach is expected to increase community involvement in the beef cattle industry and develop a higher-quality workforce of farmers.
***Threath* (T)**	**ST *Strategy***	**WT *Strategy***
The lack of measures to address the environmental impact of livestock farming (T2) Marketing faces competition from similar products from outside the region (T1)	Support from CSR initiatives and local resources is being utilised to establish a livestock farming system capable of managing environmental impacts in a sustainable manner. This strategy is also aimed at producing high-quality beef cattle that can compete with products from outside the region, through production efficiency and local branding.	The strategy focuses on raising awareness and building the capacity of livestock farmers through environmental education and business management training, with the aim of reducing the risk of environmental damage and addressing market competition. Through human resource development and an integrated approach, internal weaknesses can be minimised and external threats anticipated.

Table 2 illustrates the application of the WO (Weakness-Opportunity) strategy in the development of the beef cattle fattening business by Energy Equity Epic in Sengkang. The WO strategy focuses on how the company or business operators can address internal weaknesses—such as the lack of skills among farmers and the public's low interest in the cattle business—by capitalising on external opportunities such as research partnerships,

livestock training, and the vast market potential and feed resources. In the SWOT matrix presented, the resulting WO strategy includes technical and non-technical training for farmers, improving the quality of human resources, and increasing public awareness of the economic opportunities offered by the beef cattle business.

This strategy is consistent with the findings of Wahyudi et al. (2021), who state that in the development of smallholder livestock farming, the priority of the WO strategy should be directed towards improving the quality of human resources through structured extension and training. According to them, utilising institutional support (such as CSR or government support) is key to bridging the competence gap among farmers so that they are able to respond to high market demand. A similar point was also raised by Hajirin et al. (2020), who argued that strategies to improve internal aspects (HR and technology) are absolutely necessary so that farmers can optimally capitalise on opportunities arising from rising meat prices and the availability of local feed.

In line with the journal by Fitriani and Rahmawati (2020), the basic principle of the WO strategy in this context is consistent with the definition put forward, namely the utilisation of external opportunities to address internal weaknesses. However, in that journal, the application of the WO strategy is more general in nature and aimed at enhancing the competitiveness of SMEs, whereas in the context of beef cattle fattening, the WO strategy is more directed towards improving human resources and utilising synergies with research institutions. This demonstrates that the WO strategy is flexible and can be adapted according to the industrial sector and the characteristics of the weaknesses and opportunities faced.

Strategy ST (*Strenght-Threat*)

The ST strategy seeks to leverage internal strengths to address external threats. In the context of Energy Equity Epic's beef cattle fattening business, strengths such as CSR funding, expert personnel and the availability of cattle stock can be utilised to tackle challenges such as market competition, inadequate management of environmental impacts and limited government involvement. For example, CSR funds can be directed towards financing marketing campaigns that highlight local strengths and sustainability, in order to compete with imported products. Furthermore, experts can be utilised to create effective waste and environmental management systems.

In line with the journal by Astuti and Prabowo (2021) in the article 'SWOT-Based Business Development Strategy in Agricultural Sector SMEs' published in the Journal of Management and Agribusiness, the ST strategy is also used to fortify businesses against market threats through the utilisation of strengths such as access to technology and institutional support. In that journal, small enterprises in the agricultural sector face similar challenges, namely weak government policies and global market pressures, which are addressed through internal strengthening in the form of product quality and technology. This demonstrates that the ST strategy is effectively applied in various agribusiness contexts.

Operationally, this strategy is implemented by utilising CSR facilities to modernise the waste management system. Livestock waste, which was previously a threat of environmental pollution, is transformed into economic value (organic fertiliser/biogas) with the assistance of experts. Furthermore, capital strength and seed quality are utilised to achieve product differentiation. This approach aligns with a study conducted by Sutrisno et al. (2025), which emphasises that the ST strategy in the beef cattle fattening business must focus on production efficiency and the creation of added value. According to them, the utilisation of internal resources (such as group capital or partnerships) is crucial for building 'resilience' against market price fluctuations and policy uncertainty. In other words, internal strengthening serves not only as a defence but also as a tool to win the competition in a competitive market.

Strategy WT (*Weakness–Threat*)

WT's strategy aims to minimise internal weaknesses whilst avoiding or mitigating the impact of external threats. In this case, weaknesses such as farmers' limited knowledge and the public's lack of interest in the cattle industry are exacerbated by external threats such as weak government intervention and market competition. Possible strategies include large-scale training to build farmers' capacity and public awareness campaigns to boost interest in beef cattle farming. Furthermore, the initiative could be focused at the community or cooperative level to foster greater self-reliance and reduce dependence on government intervention.

These strategies are implemented by establishing or strengthening robust livestock groups under the guidance of corporate social responsibility (CSR) initiatives. Through these groups, farmers can collectively purchase inputs (feed/medicines) to reduce costs, and share knowledge to overcome individual skill limitations. Furthermore, dependence on government policy can be reduced by building self-sufficiency in feed production based on local resources.

In line with the journal article by Herlina and Fauzi (2022) entitled "Formulating Strategies for Rural Livestock Development using SWOT Analysis", it is emphasised that SWOT strategies are crucial in the context of limited human resources and policy support. The study recommends training-based interventions and the formation of livestock business groups to address human resource shortcomings amidst market and regulatory

threats. This aligns with the conditions shown in the table, indicating that SWOT strategies are vital in ensuring business stability when challenges arise from both internal and external sources.

CONCLUSION

The beef cattle fattening business at Energy Equity Epic (Sengkang), Gilireng Sub-district, Wajo Regency, has great potential for development through the application of a SWOT analysis. The analysis indicates that by leveraging internal strengths such as CSR funding, expert personnel, and the availability of local resources, whilst addressing weaknesses such as low levels of farmer knowledge, this business can effectively respond to external opportunities and threats. The WO and WT strategies are aimed at improving human resource quality and public awareness, whilst the ST and SO strategies are used to strengthen competitiveness through environmental management and innovative collaboration. With the implementation of targeted strategies, this business has the potential to support increased productivity, farmers' welfare, and national food security.

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