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Strategy for Use in Organic Fertilizer Plant in Sub Ulu ere Regency Bantaeng

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Abstract: *Agricultural development in Bantaeng directed to create an advanced agriculture and resilient, able to increase the yield and quality of production, increase farmers' income and living standards, expanding business opportunities and employment as well as filling and expanding the market. The strategy is basically the art and science of using and developing power (political, economic, socio-cultural and defense) to achieve a predetermined goal. The strategy is a way in which the organization / agency will achieve its goals.*
The study aims to determine how the strategy is the use of organic fertilizer on mustard plants in BontoTallasaUluEre District of Bantaeng
This study uses the informant of farmers amounting to 8 people, from the Department of Agriculture (Extension) 2 and from the Consumers mustard using organic fertilizers 2.
Results showed that in BontoTallasaUlu Ere District of Bantaeng total value of external (opportunities and threats) was 2.76, the internal (strengths and weaknesses) is 2.92, strategy is the use of organic fertilizer further promote the use of organic fertilizers, reducing the use of chemical fertilizer, improving farmers' penegetahuan and skills in the use of organic fertilizers in order to reach export markets. Organic fertilizers are useful to improve the system of land management towards sustainable agriculture.

Keywords:*Strategy, Organic Fertilizer, Plant Sawi*

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I. Preliminary

The word strategy comes from the Greek word "strategos" which comes from the word meaning stratus military, and Ag which means lead. Strategy and initially this context is defined as generalship or something done by the generals in making plans to conquer the enemy and win the war. However, since 50 - an evolving theory of management, strategy, and then developed with emphasis on the functional integrity or combination of functions of production, marketing, finance and human resources to achieve the objectives set by the company. Thus defined, of various opinions are as follows:

The strategy is a way in which the organization / institution will achieve the goal, according to the opportunities - opportunities and threats - threats faced ekstrenal environment, as well as resources and capabilities (Sukino, 2013).

According to (Rangkuti, 2006) strategy is a means to an end, the ultimate goal is to ensure that an area can be viewed objectively condition - internal and external conditions, so that an area can anticipate changes in the external environment.

Agricultural development in Bantaeng directed to create an advanced agriculture and resilient, able to increase the yield and quality of production, increase farmers' income and living standards, expanding business opportunities and employment as well as filling and expanding the market. While the use of external inputs massive and exaggerated to increase the yield and quality of production such as the use of artificial fertilizers and pesticides, hybrid seeds, mechanization and irrigation can have a big impact on the ecosystem is pollution and environmental damage. Damage to soil is very influential in the mustard plant because it willmemperhambattananaman mustard and productivity growth was not optimal.

The use of fertilizers in the world continues to increase in accordance with increasing acreage of agriculture, population growth, the increase in the level of intensification and more diverse use of fertilizer as efforts to increase agricultural output. Environmentalists worry about the use of chemical fertilizers will increase the level of soil pollution ultimately affect human health (Lingga and Marsono, 2000). This study is also to identify factors internal strengths and weaknesses and the opportunities and external threats in order to organic farming as well as strategies that must be taken in to organic farming In Bantaeng method is to formulate a strategy towards sustainable agriculture in Bantaeng.

According to Brady (2000), soil organic matter are all kinds of organic compounds contained in the soil, including litter, the fraction of light organic material, the biomass of microorganisms, organic material dissolved in the water, and the organic material is stable. Organic materials have an important role in determining the ability of the soil to support plant, so if the soil organic matter content decreases, the ability of the soil to support plant productivity also declined. Decreased levels of organic matter is one form of damage to a common ground. Damage to soil is an important issue for developing countries because of its intensity tends to increase created damaged lands that the number and intensity increased.

Land degradation can be broadly classified into three main groups, namely damage to the chemical, physical and biological soil. Soil chemical damage can occur due to soil acidification process, the accumulation of salts (salinization), contaminated with heavy metals and contaminated organic compounds and xenobiotics such as pesticides or petroleum spills (Djajakirana, 2001).

Mustard (Brassica juncea L.) is an annual plant that leaves oblong, smooth, hairless. Mustard can be grown highlands and lowlands. However, generally mustard grown in lowland, the kitchen garden, the fields, or paddy fields. Sawi including vegetable crops that are resistant to rain. So that it can be planted throughout the year, provided that during the dry season provided enough water for watering. Kadaantanahyang is desired is a loose soil, many containing humus and good drainage with a degree of acidity (pH) 6-7 (Anonymous, 2005).

Organic materials are materials that contain natural ingredients so that the elements in the soil remain intact and provide the plant growth regulators that provide benefits for the growth of the mustard plant because it uses organic material so that the vitamins contained in mustard loss and increase the productivity of the mustard (Brady, 2000) ,

II. Materials and Methods

a. Research sites

The research was conducted in the District of Ulu Ere Bantaeng, as one of the mustard plant vegetable production centers in South Sulawesi. Research has been going on for 2 months from August to September 2016.

b. Design and Research Variables

Based on data obtained both primary data and secondary data that has been collected and then analyzed SWOT with the identification of various systematically to formulate strategy, SWOT is an acronym of the internal environment Strenghts and Weaknesses as well as Opportunities and Threats ekstenal environment.

c. **Population and Sample**

Informants in this study were obtained by purposive sampling (direct election). The informants in this study as follows:

a. Farmers amounting to 8 people
b. Agriculture Department employee amounted to 2 people
c. Mustard consumers who use organic fertilizers amounted to 2 people

This study is evaluating the use of internal factors (strengths and weaknesses) and external factors (opportunities and threats) concerning the use of organic fertilizers in the district of Ulu Ere Bantaeng.

d. **Data collection**

The method used in this study are as follows:

1. Observation

Observation is a method of collecting data through direct observation or review carefully and directly.

2. Interview or an interview is a conversation that is directed at specific problems do specifically, this activity is a verbal debriefing process of two or more people facing each other physically (directly). Therefore the quality of the interview is determined by the interviewer, the respondent, questions and the interview situation.
3. Documentation

Documentation is collecting data by running or retrieve the data from the records, documentation, administration according to the problem being investigated. In this case the documentation obtained by the documents or archives of the institutions examined.

The source of the type of data required in the study, is the primary and secondary data is as follows:

- The primary data obtained directly through direct observation and interviews with the parties trekaid with what is being investigated.
- Secondary data is data obtained or derived from the Department of Agriculture and Plantation Regency Bull.

e. Date analysis

Based on data obtained both primary data and secondary data that has been collected and then analyzed SWOT with the identification of various systematically to formulate strategy, SWOT is an acronym of the internal environment Strenghts and Weaknesses as well as Opportunities and Threats ekstenal environment. SWOT analysis comparing the opportunities and threats of external factors, the internal factors Strengths and Weaknesses.

The notion of Strenghts, Weaknesses, Opportunities, and Thereats as follows:

1. Strength (Strength) is a condition that there is power in the organization, the project, which exists. The force that analyzed the factors contained in the body of the organization, projects.
2. Weakness (Weakness) is a condition that there are weaknesses in the organization, the project, which analyzed the weakness of these factors in the body of the organization, projects.
3. Opportunities (Opportunities) is a condition the opportunity to grow in the future will happen. Condition occurring is an opportunity
4. Threat (Threat) is a condition that threatened from outside. This threat can disrupt the organization and project.

To obtain the weight values (Yantu, 2012) used the formula is as follows:

$$Bi = \frac{Ri}{\sum Ri}$$

Information:

Bi: Weight

Ri: Rating

∑R : Total Rating

Analyzed by matrix IFAS (Internal Factors Analysis Summary) and EFAS (External Factors Analysis Summary)

Table 1: SWOT Matrix

IFAS / EFAS	STRENGTHS (S) ▪ Specify 5-10 fakor internal strength	Weaknesses (W) ▪ Specify 5-10 fakor internal weaknesses
Opportunies (O) ▪ 5-10 Determine the factors external opportunities	STRATEGY (SO) Create a strategy that uses the power to take advantage of opportunities	STRATEGY (WO) Create a strategy that menimilkan weaknesses opportunities untukmemanfaatkan
THREATHS (T) ▪ 5-10 Determine the factors of external threat	STRATEGY (ST) Create a strategy that uses the power of addressing threats untu	STRATEGY (WT) Create strategies that minimize weaknesses and avoid threats

1. SO strategy

This strategy is based on the company's way of thinking, is to take advantage of all the power to seize and exploit opportunities profusely.

2. ST strategy

   This is a strategy to use the power of being owned company to address the threat.

3. WO strategy

   This strategy is based on the utilization of existing opportunities by minimizing weaknesses.

4. WT strategy

   This strategy is based on activities that are defensive and trying menimimalkan weaknesses and avoid threats.

III. Research Result

SWOT Analysis is done after analyzing the factors - internal strategic factors (strengths and weaknesses), the Strategic Use of Organic Fertilizer On Mustard Plant in the District of Ulu Ere Bantaeng. Can be seen in Table 2 as follows

Table 2. Matrix IFAS (Internal Factor Analysis Summary)

Matrix Internal Factors				
No.	**Power**	**Weight**	**rating**	**Value**
1	The use of organic fertilizers can improve soil fertility	0:16	4	0.64
2	Organic materials are cheap and easily obtained	0:16	4	0.64
3	Great human resources in agriculture	0:12	3	0:36
4.	Limiting environmental pollution	0:08	2	0:16
5.	Reducing the environmental erosion problems	0:08	2	0:16

No.	**Weakness**			
1.	The lack of knowledge and skills of farmers	0:04	1	0:04
2.	Habits farmers use chemical fertilizers	0:04	1	0:04

3.	Lack of socialization use of organic fertilizers by extension	0:08	2	0:16
4.	Adoption of the farmers are low	0:12	3	0:36
5.	Thought farmers that provide chemical fertilizer production increased	0:12	3	0.36
amount		**1:00**	**25**	**2.92**

Source: Primary Data Once processed, 2016

In Table 2. The internal factors indicate there are five strengths and five weaknesses for the strategy of using organic fertilizer on mustard plants in the District of Ulu Ere Bantaeng. Factors strengths, weaknesses is compiled based on the weight of the impact is very important to not important. Given the strengths and weaknesses of the Strategy the use of organic fertilizers. Data shows that the weight of the power is greater than the weight of weakness. Clearly illustrated that among the sites have a greater strength than weakness.
Strength is given on the rating on the largest scale of 4 to 1 and the smallest scale faithfully given power rating with 1 to 4 based on the results of interviews with farmers as actors and users of organic fertilizer and the Department of Agriculture. By multiplying the weight with the rating factors merupaka score for the strengths and weaknesses of using organic fertilizer. Total score of strengths and weaknesses is 2.92.

a. Power

1. The use of organic fertilizers to improve soil fertility. Therefore, the rating 4. clarification given by farmers who use organic fertilizers, that they increased production Due mustard became loose and fertile soil. This is reinforced by the statement Magdoff (1992) compass mixture of manure, green manure, and microorganisms increases organic matter and improve soil structure and restore the ecological function of land ultimately improve the productivity of the land.
2. Organic materials are cheap and easily obtained based on the result of the clarification given rating 4. The organic material in the form of compost or manure can be derived from agricultural waste, the price of organic fertilizer is relatively cheap, while the price of organic fertilizer that is 5 Kg / packed in plastic for USD 5000, 20 kg / bag small size worth USD 20,000 and 50 Kg / bag worth 50,000. besides cheap price easily obtained because the organic fertilizer in BontoTallasaUlu Ere District of Bantaeng many who keep livestock such as cows, chickens, goats and ducks.
3. Human resources based on the clarification given rating 3 internal matrix, by observation and interviews, the bulk of people who are in this village to work as a farmer. This is a strength for the use of organic fertilizers. Farmers are the subject and the organic fertilizers to grow vegetables in general and in particular mustard plants.
4. The use of organic fertilizer as a benefit to the preservation of environmental. Results given rating 2 clarification as to which note that the impact of agricultural intensification program is the increased use of materials - chemicals, especially chemical fertilizers high doses and inefficient use negative impact on the environment. Nutrients are not left behind in the soil, leading to poor soil and reduce soil productivity. With the use of organic fertilizers in agriculture extension representing the Department of Agriculture automatically land rich plants become lush and maintained lingkunagnkelestarianya with the mustard plant growth in this village.
5. Reduce erosion problems based on those results given the rating 2 internal matrix, according to farmers with fertilizer use oragnik erosion diminishing by the use of organic fertilizer for the soil material has contained organic material rich in nitrogen binding elements nutrients in the soil. This is similar expressed by Sutanto (2002), the rate of soil erosion a great influence on soil fertility for agriculture.

b. Weakness

1. The lack of knowledge and skills of farmers to use organic fertilizer is the biggest weakness in this regard. So that based on the clarification given rating 1. Based on interviews with farmers, in part of them still have not mngetahui on the use of organic fertilizers and benefits. There are also farmers know about organic fertilizers, but not skilled in the manufacture of organic fertilizers.
2. Habits farmers use chemical fertilizers, based on the results of the clarification given rating 1, a major drawback for farmers. This in result because for many - years ago in the programming era of intensification, with efforts to increase production. Farmers encouraged with the use of chemical fertilizers. Farmers buy chemical fertilizers for reasons of practicality.
3. Lack of socialization to farmers on the use of organic fertilizers based on the clarification given rating 2. According to the interviewed farmers, those in the poor category in the dissemination of extension of the importance of the technical use of organic fertilizers and organic fertilizer.
4. Adoption of farmers on the use of organic fertilizers based on the clarification given rating 3. Based on interviews with farmers, they get from friends, family and the extension of the use of organic fertilizers, but

they adopt it slow because of the use of chemical fertilizers as well as their lack of knowledge about the use of organic fertilizers the main value of the benefits obtained from the use of organic fertilizers.

5. Farmers thought that chemical fertilizers provide increased production, based on the results of the clarification given rating 3. Despite having been dicanamkan by the Government for the use of organic fertilizers in an effort to build a sustainable agriculture, still found the majority of respondents who had this idea.While clarification of external factors (opportunities and threats) can be seen in Table 3 as follows:

Table 3. EFAS (External Factor Analysis Summary)

Matrix External Factors				
No.	**Chance**	**Weight**	**rating**	**Value**
1	High consumer demand for products that use organic fertilizers mustard	0:16	4	0.64
2	The concept of healthy living community that promotes agricultural products free of chemical fertilizers	0:12	3	0:36
3.	The tendency of the export market in products of organic certification	0:12	3	0:36
4.	Government support	0:08	2	0:16
5.	The competitive price of the use of organic fertilizers	0:08	2	0:16
No.	**Threat**			
1.	Chemical fertilizer distributors who sell the product to farmers	0:04	1	0:04
2.	Still found sales of organic fertilizer from the Department of Agriculture	0:08	2	0:16
3.	Their attitude immediately immerse farmers who harvest of the previous crop waste	0:08	2	0:16
4.	The presence of organic fertilizers are still raw	0:12	3	0:36
5.	The organic material from the waste acids - organic acids	0:12	3	0.36
amount		**1:00**	**25**	**2.76**

Source: Primary Data Once processed, 2016

Table 3 shows that there are 5 opportunities and 5 threats faced by this village in the use of organic fertilizers in the cultivation of mustard. It is organized by the weight is very important to not important than the impact of the threats and opportunities that exist in the use of organic fertilizer strategy. Weight of the probability is greater than the weight of the value of the threat. It shows that in this village have greater opportunities than threats to be faced.Opportunity was given rating with a scale of 4 to 1 and small scale every opportunity given rating with a scale of 1 to 4 based on interviews with informants (farmers and from the department of agriculture) as well as the conditions of the study sites. By multiplying the weight by the rating is a score for each factor, opportunities and threats. The total score of the opportunities and threats was 2.76. The score value required for internal external matrix position of this village in the use of fertilizers oranik on mustard plants.

c. chance

1. High consumer demand for products that use organic fertilizer mustard based on the classification given rating 4. Based on interviews with farmers and agricultural extension workers revealed that consumers want mustard does not use chemical fertilizers. Apart from Bantaeng consumer demand, such as: Bulukumba, Takalar, Gowa and Makassar in the form of mustard that is free of chemicals, especially fertilizers and pesticides.

2. The concept of healthy living community that promotes agricultural products (mustard) that is free of chemical fertilizers, based on the results of the clarification given rating 3. It was revealed from an interview consumers who buy cabbage at farmers who were respondents. According to them maintain health by consuming mustard products that are free of chemical fertilizers, because they think the chemical elements such as chemical fertilizers and pesticides are given in the mustard plant is the trigger cancer. This is an opportunity for farmers in this village transform and use organic fertilizers in the cultivation of mustard.

3. The tendency of the export market in certified organic products. Based on the results of the clarification given rating 3. Based on interviews with employees of the department of agriculture revealed that the Government Bantaeng cooperation with the Japanese government. For Japan, applied the rule that the export of agricultural products are certified organic (free from the use of chemical pesticides and fertilizers) as well as with other countries, particularly the United States and European countries. This is an opportunity for this country to increase the production of mustard that is free from chemical fertilizers because it has established cooperation with other countries.

4. Lack of government support. Based on the results of the clarification given rating memalui 2. The Government of the Department of Agriculture provide support for the use of organic fertilizers to farmers through socialization.

5. The competitive price of the use of organic fertilizers. Based on the clarification given rating 2. Based on interviews with farmers and consumers revealed that there is a trend of consumers choosing mustard that no chemical fertilizers at higher prices than the mustard using chemical fertilizers. According to those who use organic fertilizers mustard huge growth, fresh in terms of appearance as compared to the use of chemical fertilizers.

d. Threat

1. Chemical fertilizer distributors that sell its fertilizer products to farmers based on the clarification given rating 1. It is the biggest threat to the use of organic fertilizers. Based on the observation of the research location is still found to offering farmers fertilizer distributors bring the advantages of chemical fertilizers.
2. Still found sales of organic fertilizer from the department of agriculture. Based on the results of the clarification given rating 2. This is a threat to the use of organic fertilizers. According to farmers, there are sales of chemical fertilizer issued from the Department of Agriculture.
3. Their attitude of farmers who do direct pengandapan waste harvest of the previous crop. Berasarkan clarification given rating 2. This is a threat to users of organic fertilizer. One of the organic material in the organic fertilizer is a compass. They should collect harvest waste used for composting.
4. The presence of organic fertilizers are still raw. Based on the results given rating 3. clarification of raw organic fertilizers by farmers sometimes there if they are not keen in making organic fertilizer. Raw organic fertilizers resulted in crop pests and diseases.
5. The organic material from waste containing acid - an organic acid. Based on the results of the clarification given rating 3. Quality of organic fertilizer depends on basic materials, so it should really be considered if the use of organic fertilizers. The basic ingredients of the rest of the plant contains little dangerous, but manure, industrial waste and household waste contains many hazardous materials, such as heavy metals and acids - organic acids that can pollute the environment. During the composting process, these harmful substances are concentrated in fertilizer products. Therefore there are rules regarding the selection of the basic ingredients of compost based ingredients - hazardous materials.EFAS and IFAS company's value on the external matrix - can be seen on the internal matrix of 4 (2.92 - 2.76). Matrix Matrix 4. External - Internal (EFAS - IFAS) Position organicpada fertilizer use mustard.(2,92)

	Total Score Internal Factors			
		High (4-3)	The average - average (3-2)	Weak (2-1)
Total Score External Factors (2.76)	High (4-3)	1 Growth	2 Growth	3 Growth
	Medium (3-2)	4 Stability	5 Growth / Stability	6 contraction
	Low (2-1)	7 Growth	8 Growth	9 Liquidation

Matrix position different strategies as follows:
Position 1: Strategy Concentration through vertical integration
Position 2: Strategy Concentration through horizontal integration
Position 3: Strategies turnaround
Position 4: Strategies stability
Position 5: concentration strategy through horizontal integration / stability
Position 6: Strategies divestment
Position 7: concentric diversification strategy
Position 8: Strategies diversified conglomerate
Position 9: Strategies liquidation or bankruptcy

The strategy of using organic fertilizer on mustard plants when analyzed in the position of the matrix 5, menunujukan that this village in the cultivation of mustard plants using organic fertilizers experiencing good growth. The strategy put in place a strategy of growth (growth strategy). The village where further promote the use of organic fertilizers, reducing the use of chemical fertilizers, improve penegetahuan and farmers' skills in the use of organic fertilizers in order to reach export markets. Based EFAS matrix - IFAs may be invoked in an alternative education for BontoTallasaUluEre District of Bantaeng to set a strategy of using organic fertilizer. Alternative arrangements - an alternative based on the element - the element of strength (Strenghts), weakness

(Weakness), opportunities (opportunities),SWOT analysis matrix containing a summary of the internal state and ekstrenal can be seen in Table 5 as follows

Table 5. SWOT Analysis of Organic Fertilizer Strategy At mustard plants

internal / External	**Strengths (Strengths):**	**Weakness (Weakness):**
	1. The use of organic fertilizers can Improve soil fertility 2. Organic materials are cheap and easily obtained 3. Great human resources in agriculture 4. Limiting environmental pollution 5. Reducing the environmental erosion problems	1. The knowledge and skills of farmers is low. 2. Habits farmers the use of chemical fertilizers 3. Lack of socialization use of organic fertilizers 4. Adoption of the farmers are low 5. Farmers thought that chemical fertilizers can provide increased production.
Opportunities (Opportunities): 1. High consumer demand for products that use organic fertilizers mustard 2. The concept of healthy living community that promotes agricultural products free of chemical fertilizers 3. The tendency of the export market in products of organic certification 4. Lack of government support in the form of socialization of the use of organic fertilizers 5. Competitively priced products of mustard from the use of organic fertilizers	SO 1. Organic fertilizers can improve soil fertility so that farmers demand / high consumer to organic fertilizers 2. Increasing cooperation with farmers through farmer groups and cooperatives in the sale of organic fertilizer 3. Giving an example to farmers organic materials that can be used as organic fertilizer 4. Government and farmers to partner in product marketing mneggunakan mustard organic fertilizers primarily to reach overseas markets	**WO** 1. Improving the provision of organic fertilizer demonstrations 2. Provide information to farmers about the benefits and advantages of using organic fertilizer and market opportunities mustard products that are free of chemical fertilizers 3. Improving socialization use of organic fertilizers to farmers
Threats (Treahts): 1. Chemical fertilizer distributors who sell the product to farmers 2. They found an organic fertilizer sales from department of agriculture 3. Their attitude immediately immerse farmers who harvest of the previous crop 4. The presence of organic fertilizers are still raw 5. Organic materials from waste containing acid - an organic acid	**ST** 1. Provide insight to farmers about the impact of chemical fertilizers 2. Increase empower farmers with composting, manure. 3. Increase knowledge of farmers On organic fertilizer production and its use. 4. Applying organic fertilizer use ready-made to the farmers to the concept of healthy living and reduce environmental erosion problems	**WT** 1. The change in mindset and attitude to farmers so that they would use organic fertilizers 2. Give strict punishment to persons who sell the Department of organic fertilizer to support the use of organic fertilizers 3. Change thinking farmers to undertake agricultural waste collection in composting 4. Increasing the participation of farmers to make organic fertilizer which is used for the purposes of the farmers themselves and can be marketed in the cooperative

The four combined strengths and opportunities (SO), strengths and threats (ST), weaknesses and opportunities (WO), as well as weaknesses and threats (WT). this can be the basis for BontoTallasaUlu Ere District of Bantaeng in the use of organic fertilizers on crops of mustard implementing development strategies. As for the description of the combined SWOT analysis are:

a. SO strategy

1. The use of organic fertilizers can improve soil fertility so that high consumer demand towards organic fertilizers
2. Increasing cooperation with farmers through farmer groups and cooperatives in penjulan organic fertilizer
3. Giving an example to farmers organic materials that can be used as organic fertilizer
4. Government to farmers partnering in product marketing mneggunakan mustard organic fertilizer mainly for overseas markets menjangaku

b. WO strategy

1. Improve the delivery of fertilizer demonstrations oragnik
2. Provide information to farmers mengaenai benefits and advantages of using organic fertilizer and market opportunities mustard products that are free of chemical fertilizers both in domestic and overseas dala
3. Improving socialization use of organic fertilizers to farmers

c. ST strategy

1. Provide insight to farmers about the impact of chemical fertilizers
2. Increase empower farmers with composting, manure.
3. Improving knowledge of farmers On organic fertilizer production and its use
4. Applying the use of organic fertilizer to the farmers to the concept of healthy living and reduce environmental erosion problems

d**. WT strategy**

1. The change in mindset and attitude to farmers so that they would use organic fertilizers
2. Give strict punishment to persons who sell the services of an organic fertilizer to support the use of organic fertilizers
3. Change thinking farmers to undertake agricultural waste collection in composting
4. Increasing the participation of farmers to make organic fertilizer which is used for the purposes of the farmers themselves and can be marketed in the cooperate

IV. Conclusions and Recommendations

Results of research on Strategic Use of Organic Fertilizer In the Sawi Plant in the District of Ulu Ere Bantaeng it can be concluded as follows:

The results showed that in the district of Ulu Ere Bantaeng total value opportunities and threats are 2.76, 2.92 strengths and weaknesses are, strategy is the use of organic fertilizer further promote the use of organic fertilizers, reducing the use of chemical fertilizers, improving farmers' skills in penegetahuan and the use of organic fertilizers in order to reach export markets. Organic fertilizers are useful to improve the system of land management towards sustainable agriculture.

Based on the discussion and conclusion of the study the suggestions related to the strategy of using organic fertilizer on mustard plants in the district of Ulu Ere Bantaeng as follows:

1. Mustard farmers are expected to continue to increase the production of mustard, which is to run all the strategies derived from the analysis.
2. To the government especially agricultural extension always assist and provide information to farmers about organic fertilizers mustard either in training or in the form of material in this case the capital to produce organic fertilizer so that crops of mustard can always improve on the future.

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