ABSTRACT

DEVELOPMENT STRATEGY STUDY OF PUBLIC’S RUBBER PLANTATION AS SPECIAL COMMODITY IN KAPUAS DISTRICT OF CENTRAL KALIMANTAN PROVINCE

Cecilia Kristina Myria

The purpose of this study was to identify strategic success factors for public’s rubber development in Kapuas district, to formulate alternative of strategy and to recommend priority of strategy for public’s rubber plantation as special commodity in Kapuas district. The data were collected from Tree Crops Agency in Kapuas district using case study method and using purposive sampling technique from internal, external and specialist or expert by interview and questionnaire at Tree Crops Agency. Internal Factor Evaluation (IFE), External Factor Evaluation (EFE), TOWS Matrix (Threats, Opportunities, Weakness, Strengths), and QSPM (Quantitative Strategic Planning Matrix) were used to analyze the data. The result of the study showed that local government in Kapuas district should improve the quality of rubber to fulfill export demand by coordinating and consulting with Tree Crops Agency in Central Kalimantan Province about public’s rubber plantation, to accomplish coagulate ingredients of rubber from KIMBUN’S project at Tree Crops Agency in Central Kalimantan Province.