ABSTRACT

THE SPECIFICATION OF SUPERIOR AGRIBUSINESS COMMODITY AND ITS DEVELOPMENT STRATEGY
IN AGAM REGENCY, THE PROVINCE OF WEST SUMATRA

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The new agricultural development paradigm has an orientation on the improvement of community welfare. It is executed with agribusiness principles, referring to the local resources utilization and focusing on its implementation. Agam Regency is a potential agricultural area thus its agricultural development activities should be directed to the development of appropriate commodities for the existing resources in the local area. Accordingly, the commodities should be able to improve the community prosperity. For this reason, the specification of the superior agribusiness commodity and its development strategy are of important.

LQ analysis shows that the agricultural sector is the basis; while the sub sectors, which are also the basis and suitable for being the development priorities, are food crops, horticulture and plantation. With MPE analysis, the superior agribusiness commodity in Agam Regency, that is vegetables (chili, tomato, cabbage) and coffee. Further analyses, using IFE/EFE and SWOT, generate several alternative strategies. Meanwhile, to determine the best strategy, PHA analysis is used. The development of a production center and partnership with other parties is the best strategy for developing superior agribusiness commodities, such as vegetables and coffee, in Agam Regency.