ABSTRACT

The Strategy of Agricultural Development on Food Crops In Pekanbaru City Through The Development of Seeded Commodities

Irwan Hawari

One of potencies on economic development in Pekanbaru city is sub sector of food crops through the development of high quality and seeded commodities. In this regard, there is 50.188.72 Ha of land area which is suitable for food crops commodity in this region.

According to the calculation result through the pair wise comparison method in agricultural development of food crops, it shows that the influential strategic factors are: market share, human resources of farmers, capital and land suitability. Moreover, an analysis to determine high quality and seeded commodities through Exponential Comparison Method provides 4 (four) seeded commodities in Pekanbaru, namely: vegetables, fruits, crops plant and decorative plants.

It has been recognized through IFE and EFE matrices that the strategy of agricultural service of Pekanbaru has not been able to make proper response toward internal conditions. In this case, there are several factors of strategic stretch to be considered properly, namely: the government policy, human resources of bureaucrats, infrastructure, land availability and suitability. While factors of strategic of strategic weakness are: human resources of farmers, product quality and quantity, farming condition, information network, and capital. There are, however several good opportunity opened, namely: market share, overseas investment, government policy, economic growth, and APEC, AFTA, and WTO. While the challenges are: price fluctuation, business climate, product competition, means of production, environmental destruction, and exchange rate in developing such seeded commodity of vegetables.

Furthermore, SWOT analysis provides several strategies to be applied in developing such high quality and seeded commodities, namely: the strategy on land development, plant diversification, technology development, partnership, advance in quality and competitive cost. Comparing with the strategy which has been implemented so far, the strategies of area / land expansion, partnership, and competitive costs are the new strategies which have not been applied properly by agricultural service of Pekanbaru.