ABSTRACT

Development Analysis of Main Superior Commodity of Horticulture in the Agropolitan Area of Ciwidey, Bandung District

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The aim of this study is to analyze the development of main superior commodity of horticulture in the Agropolitan Area of Ciwidey, Bandung District and to analyze the factor which becomes the determinant in the development of superior commodity in the Agropolitan Area of Ciwidey. Strawberry is the main commodity, where the human resource becomes the main factor in the development of strawberry as the superior commodity in the Agropolitan Area of Ciwidey. Environmental factors influencing the development of strawberry as the superior commodity both internally and externally amongst all are; the product quality as the strength, the business management as the weakness, the export opportunity or capability to be able to be sold in other place into the opportunity, and the climate as the threat. The strategies which can be applied in the development of strawberry commodity in the Agropolitan Area of Ciwidey amongst all are; House Development of Strawberry Paste Making, Formation and data collection of farm group, Working out of the collaboration among stakeholders in order to be able to realize various needs which are really needed by farmer.

Key Words: Agropolitan Area of Ciwidey, Bandung District, Development of Superior Commodity, Horticulture.