ABSTRACT

The Strategy of Strawberry Agribusiness Partnership at Agribusiness and Tourism Association (ASGITA) Rancabali District, Bandung Regency, West Java

Cepi Tri Sumantri

The objective of this study were: (1) to analyze partnership condition at ASGITA related to strawberry agribusiness in Rancabali district; (2) to analyze internal and external factors influencing the strawberry agribusiness partnership performance at ASGITA; and (3) to formulate alternative strategies for strawberry agribusiness partnerships at ASGITA. Strawberry farmers have a benefit by increasing their incomes and partnership satisfaction level after joining the strawberry agribusiness partnership at ASGITA. The farm income analysis showed R/C ratio above cash costs was 2.38 with R/C ratio for total costs was 1.37, and R/C ratio above cash costs valued 4.66 with R/C ratio for total costs valued 2.76, before and after joining ASGITA respectively. The farmer’s satisfaction level showed an improvement on several partnership variable implementation in strawberry agribusiness partnership after joining the ASGITA such as partnership program socialization; ease to obtained good seeds, pesticides, and fertilizers; strawberry appropriate pricing; purchased assurance for their harvested strawberry; information fair access; and partnership implementation fairness. The SWOT-AHP analysis generated alternative strategies priority could be applied in the strawberry agribusiness partnership at ASGITA were: (1) to develop ASGITA’s human resources and it’s management; (2) to establish a new partnerships with external authority in strawberry agribusiness; (3) to build a business units in cooperative form; (4) to develop a strawberry cultivation technique through the closed system.

Keywords : Partnership, ASGITA, Strawberry Agribusiness, Farm Income Analysis, Mann-Whitney test, SWOT-AHP Analysis