ABSTRACT

The Strategy for Agroindustry Development and Added Value of Gambir in Lima Puluh Kota Country of West Sumatera

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The Lima Puluh Kota Country has a bright prospect for agroindustry development and added value increase of gambir (Uncaria gambir ROXB). Gambir is one of Indonesia's specific commodities, because it supplies 80% of the world's demand, and 90% of that amount is produced by farmers in West Sumatera. The objectives of this study were: (1) To analyze the gambir-based-industry development potential in Lima Puluh Kota County and to understand the added value received from developing Gambir, (2) to analyze the internal and external factors that effects the Gambir industry development and its implications towards strengths, weaknesses, opportunities, and threats of developing Gambir industry, and (3) devise a strategy for developing Gambir processing industry that is strong and oriented to export markets.

The study was done in Lima Puluh Kota County of West Sumatera between September and October 2008. The Gambir processing industry development strategy analysis used surveys, direct observations, interviews, and through questionnaires. The tools used in the analysis were IFE-EFE that is used to sum-up and evaluate the main strengths and weaknesses within a certain function and also used as a basis for identifying strengths and weaknesses that were involved, SWOT to define strategies, and QSPM to determine the prioritized strategy that will be recommended. To understand the added value of Gambir processing, a method called the Hayami method was used.

From the analysis, there were added values obtained from processing Gambir into Katenin and Tanin. Three kilograms of Gambir can produce a 96.39% added value ratio of Katecin and a 95.18% added value ratio of Tanin. Based on the strategy derived from the SWOT matrix, four alternative sets of strategies were made, which includes: (1) Reenvigorating the ATP (agrotechnopark) in an effort to establish technological innovation of processing Gambir into various processed products that have assured qualities and adequate amounts, (2) Creating a policy to regulate permission for investors to enter which includes domestic and foreign investments, so that they feel comfortable to invest, (3) Raising the role of regional governments, plantation agencies, academicians, Financial Institutions, and other related institutions in an effort to develop the agroindustry and increase the added value of Gambir in Lima Puluh Kota County, and (4) Forming a Gambir Marketing Support Organisation (BPPG).

Keywords: Gambir, Lima Puluh Kota Country, Agroindustry Development Strategy, Added Value, Farmers, IFE and EFE Matriks, Hayami's Method, SWOT Analysis, QSPM Analysis.