ABSTRACT

Agribusiness Development Strategy of Coconut Commodity in North Sulawesi Province

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The research objectives were (1) to identify and analyze internal and external factors affecting the development of coconut agribusiness in North Sulawesi Province, (2) to formulate alternative strategies that can be done for coconut agribusiness development in North Sulawesi Province, (3) to determine priority of strategy for coconut agribusiness development in the Province of North Sulawesi. Based on interviews and questionnaires by the respondents, it obtained the internal factors i.e. the strength factors including; (1) formulated a strategic plan of Plantation Office, (2) Adequate Structure and infrastructure of Plantation Office, (3) allocation of sufficient funds available; and weakness factors, including; (1) plantation Office Organization structure is not well-functioned (2) mastery of coconut agribusiness concept is low, (3) the human resources quality of Plantation Office is low. External factors i.e. opportunity factors, including; (1) types of coconut products and the derive are remain, (2) the availability of coconut export markets (4) coconut farmers associations well formed, (4) adequate appropriate technology and R & D; and threat factors, including; (1) lack of coconut raw material supply, (2) ripe coconut trees, (3) pests and diseases attack, (4) self-interests inter-agencies, (5) over land use of coconut plantation into non agricultural land. Based on SWOT matrix, it is obtained 4 alternative strategies as follow: (1) develop coconut agribusiness center, (2) empowering coconut farmers, (3) revitalization of coconut plantations, (4) coordinating coconut agribusiness development in the region. AHP analysis indicated that the priority group factor is opportunity. SWOT main priority factor is the allocation of sufficient funds available and priority strategy is the revitalization of coconut trees.

Keywords: Coconut Commodity Agribusiness, Development Strategy, Internal and External, Factors, SWOT-AHP.