ABSTRACT

Strategy for Agribusiness Development within Cash Crops Based in Bogor

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This study aims to analyzing factors, actors and goals influencing the agribusiness development within cash crops based in Bogor, and alternative strategies and the prioritized strategy. The method of study is a descriptive method through survey. Descriptive method is used to analyze both primary and secondary data collected through survey. The survey combined several method of data collection that include self-registered questionnaire by respondent, discussion and observation. The data were than analyzed by using analytical hierarchy process (AHP). External and internal factors are identified to produce some alternatives strategy. The analytical tools are the agribusiness analysis, to find out the profit value of cash crops commodity, the focus group discussion (FGD) to obtain identification and analyzing of factors, actors, goals and strategy alternative toward the agribusiness development within cash crops based in Bogor, and the AHP analysis, to gain the prioritized strategy. Analysis of experts’ opinion using AHP method showed that vertically determining factors for agribusiness development within cash crops based in Bogor is there are capital gaint of agribusiness and its main actors have been farmers or farmers institutions. The main goals of agribusiness development within cash crops based in Bogor is to increase the income of farmers and the main strategy to development of agribusiness station in cash crops sectors.

Keyword : strategy, agribusiness, cash crop, Bogor, farmers, AHP.