SUMMARY

FADILA RAMADINI. Strategic Planning of Horticultural Products in Agribusiness Development Center. Supervised by ENDANG GUMBIRA SAID and RETNANINGSIH

Horticulture is one of the sub-sectors of the agricultural sector has the potential to be developed as it has a fairly high economic value. Commodities included in horticultural products are ornamental plants, fruits, vegetables and medicinal plants. Currently demand for horticultural products, especially fresh vegetables has increased, although still below the standard recommended by the Food and Agriculture Organization FAO is equal to 73 kg per capita. Based on data published by the Center for Tropical Horticulture Studies (PKHT) (2013), the level of fruit and vegetable consumption of Indonesia's population in 2005 was 60.50 kg per capita per year, in 2008 amounted to 71.38 kg per capita per year and in 2011 amounted to 145.44 kg per capita per years. In buying fresh vegetables, today's society increasingly concerned with the quality of the vegetables themselves. According Poerwanto (2008) consumer demand for horticultural products is increasing both in terms of quality, quantity, nutritional value, and safety. Therefore horticultural products must have the following requirements: (1) Safe, free of contaminants, toxins, pesticides, and microbes are harmful to health, (2) have a high nutritional value and contain substances that are believed to improve health, high quality (not just tasty but has a good quality criteria), (3) produced in ways that do not degrade the environment, (4) manufactured with attention to the safety and welfare of farmers and farm workers, (5) Consumers are demanding tracebility thus assuring the fulfillment of these conditions.

Agribusiness Development Centre (ADC) is an organization of cooperation between the Institut Pertanian Bogor (IPB) and the Taiwan International Cooperation and Development, Fund (ICDF). This collaboration began in 2007 and ends in 2014, aims to be achieved through the organization of horticultural products eligible consumer desires. Horticultural farmers in Indonesia are generally only finished primary school, according to data published by the BPS (2006) 77 % of Indonesian farmers only finished primary school. This led farmers are very dependent on the seed, technology, capital, and lack of access to resources, farmers also find it difficult to adopt technological innovations developed. Other inhibiting factors are the farmers are not informed about the condition and development of the market. The problem that often arises is inefficient marketing. Farmers do not know about the condition and development of the market and the type of commodity desired by consumers.

ADC is currently receiving a subsidy from Taiwan ICDF form of seeds, operational costs, facilities and infrastructure available in the ADC. In year 2014 ADC will not receive subsidies from Taiwan. ADC must be able to be consistent in the quality of products, and remains as an organization that supports local horticulture farmers. ADC requires a proper strategic planning marketing so that the ADC can survive and run the organization in accordance with the purpose of the establishment of the ADC. This study aims to identify the system of production and distribution of horticultural products that have been done by the
ADC, analyze internal factors (strengths and weaknesses), and external factors (opportunities and threats) faced by the ADC after not receiving a subsidy from the ICDF, provide recommendations on the appropriate strategic planning marketing for ADC.

The study was conducted in July 2013 to August 2013, in the Agribusiness Development Center. Research using descriptive method with a case study approach conducted through interviews using questionnaires. Sampling using non-probability sampling technique, which is a technique that does not provide equal opportunity or chance for every member of the population. Respondents defined intentionally (purposive sampling), determination of sample techniques with particular consideration. This study uses an internal strategic factor analysis (strengths and weaknesses), and analysis of external factors (opportunities and threats). IE matrix analysis, SWOT analysis, and QSPM analysis.

The results of this study are in ADC production system consists of planting quotas, monitoring by supervisors, harvest and post-harvest handling, grading and packaging. ADC distribution system consists of a market survey, go to the market, a visit from the supermarket, and negotiation. Identify internal factors resulted in five power of the ADC; unique and quality products, reliable extension workers and farmers, a certified organic product, has a packing house and storage, and high commitment management. While weakness is owned by ADC; production has not been stable, yet has SIUP and NPWP, promotional activities is still lacking, and the location of distant lands. Identification of external factors resulted in five opportunities facing the ADC; a large domestic market, government support, changes in people's lifestyles, consumer loyalty, and good image of the product. Threats faced by the ADC unstable economic conditions, climatic conditions unpredictable weather, the presence of similar business. The calculation of the rating on the weight and the internal and external factors generating IFE ADC value ADC 2.82 and EFE ADC value of 3.01. This value is in quadrant II Internal External matrix. SWOT analysis generates five alternative strategies. S-O strategies 1) expanding market in Jabodetabek, 2) increase the production of organic products, W-O strategy, increase promotional activities, S-T Strategy, adding new distribution channels and marketing, W-T strategy collaboration with research institutes. The analysis shows the order of priority strategies QSPM 1) Expanding market value Jabodetabek with STAS 6, 497. 2) Increase the production of organic products with value STAS 6, 304. 3) In collaboration with research institutes with values STAS 6, 272. 4) Increase promotional activities with STAS value 6.110. 5) Adding new distribution channels and marketing with STAS value of 6.022.

Key word: supply chain management, SWOT analysis, QSPM analysis,