



Analysis of the Pontianak Orange Agribusiness to Improve the Farmer's Earnings (Case Study in the Tebas Subdistrict, Sambas Regency, West Kalimantan)

Eti Rafita

Pontianak was once, well known by its orange. The market of the Pontianak Orange was not only locally, but also internationally. Unfortunately, since the early 1990, the farmers, due to the market regulation stipulated by the local government, abandoned most of the plantation.

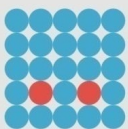
This research aims at the possibility of regaining the loss of the potential economic of the orange plantation in West Kalimantan, especially at the Sambas Regency. This study also tries to find out the likely range of area enabling the farmers to improve their economic standing.

Using descriptive method, this study gathered primary data from 40 farmers as the respondents (calculated using stratified random sampling) and printed data and information concerning the orange plantation from various sources. Data is analyzed and interpreted using B/C Ratio, Payback Method, Sensitivities and Cash Flows Method.

The research finds that the orange plantation at the Tebas Subdistrict, Sambas Regency was considered to be a feasible project. The land area needed to improve the economic standing of the farmer is at least 2 (two) hectare. Based on this finding, it's suggested that local government encourages the farmer to replant the abandon areas, as well as the new one.

Hak cipta milik IPB, tahun 2005

Hak cipta dilindungi Undang-Undang



MB-IPB
Program Pascasarjana Manajemen dan Bisnis
Institut Pertanian Bogor

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar IPB.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruhnya karya tulis ini dalam bentuk apapun tanpa izin IPB.