ABSTRACT

The Strategic Analysis of Agribusiness Development Prime Commodity in Depok Regency

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This research was purposed: 1) Determinations of the core commodities which high priority developing in Depok Regency 2) Analyzing the internal and external factors influencing agribusiness development prime commodities in Depok regency 3) Formulating strategy alternative development agribusiness prime commodities in Depok Regency.

The method in this research was descriptive method by means of survey. The sampling was carried out by purposive sampling toward the expert and stakeholders in Depok Regency. Data analysis carried out by AHP Analysis, an expert opinions, weighting both internal and external strategic factors, TOWS (Threats, Opportunities, Weaknesses, Strengths) matrix.

The nine strategy alternative are: 1) Production activities of prime commodities based on standard operational procedure (SOP) and good agriculture practices (GAP) 2). Developing integrated area and prime commodities centre 3). Developing farmer institutions intended to get access easily to financial institutions 4). Developing management of production and marketing access by sales contract and marketing agreement for prime commodities 5). Developing of supply chain management of prime commodities. 6). Developing of agro industries 7). Optimizing the coordination among the involved agencies 8). Policy for management area 9). Increase of Human resources competence.