SUMMARY

DIAN WIDI PRASETYO. The Model and Performance of Partnership between CV Rahmat Tani and Farmers in Jember. Supervised by IDQAN FAHMI and YOSSI WIBISONO.

Agricultural sector is one of the strategic sector of Indonesia economy. At the first quarter of 2013, nominal GDP (gross domestic bruto) shows that the contribution of agriculture reaches 15.04%. Horticulture is one of the agricultural sub sector contributed Rp175.12 trillion in 2013. Horticulture especially seed closely related to a partnership concept. It is because some companies which have certified seed do not have enough capability to produce the seed. So, they need partnership to produce their seed. Partnership concept is expected to be one of the ways in improving agricultural sector in Indonesia, so that it would become a mutually beneficial partnership.

One of the business entities in the seed and supplier for horticultural crops is CV Rahmat Tani. It has been becoming a CV since 2011 and the distribution area is around of Jember. In 2000, this business entities was began by forming the group of seed producer with Mr Damai As'anin as the founder. CV Rahmat Tani uses partnership to increase the horticultural seed which consists of 22 varieties of both fruits and vegetables. CV Rahmat Tani also has had 613 farmers and about 30 groups that are outspread in its area. However, as had been the practice, was found some problems in partnership system between CV Rahmat Tani and farmers, such as infrequently meeting between the CV’s owner and farmer, no transferring information and knowledge about seed cultivation and management received by farmers, the increasing number of competitor, selling price of seed received by farmers less compete, a farmer group is expelled from the partnership because it has incited other farmers to get out and others.

This study has four main objectives that include the following: 1) to describe and evaluate the partnership between CV Rahmat Tani and farmers, 2) to analyze the farmers’ perception on the implementation of the partnership, 3) to analyze CV Rahmat Tani’s perception on the implementation of the partnership and 4) to formulate strategies for improving the partnership. Data analysis methods which are used in this study included gap analysis, EPA, and Mann-Whitney test. This study used a sample of 93 farmers of the total population of 613. Scale measurement of this study used a likert scale.

The result of the study showed that the model of partnership between CV Rahmat Tani and farmers was the informal model. According to farmers’ perception, the priorities were 1) the delivering seeds, pesticides, and fertilizers; 2) the selling price of the seeds; 3) the training and management of seeds cultivation; 4) the payment of postharvest. The main priority that would be improved based on the owner’s opinion was the recommendation from the field observers. The recommendation strategies for improvement of partnership, including 1) CV Rahmat Tani and farmers collectively need to optimize planning; 2) CV needs to provide training about cultivation, postharvest, and oversee the quality of seed; 3) CV needs to socialize the deadline of postharvest payment; 4) discussion between both parties to equalize perception and emphasize the rules.