ABSTRACT

Diversification Strategy of Nutmeg Product (Myristica argentea Ware)
In Fakfak District

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This study aims at 1) Analyzing the potential and core competition owned by the government, nutmeg farmers and household industry for giving selected products alternative to gain a higher added value, feasible and competitive. 2) To Examine the development prospect of the prime domestic commodity based on the high added value and profitable of the nutmeg product through diversification efforts. 3) Formulated the business strategy alternative which can be applied by the government, nutmeg farmers and household industry at the present and future conditions.

The primary data were collected from observation, distributing questionnaires and interview with respondents, and the secondary data was gathered from the library studies. Sample taken was conducted by a purposive sampling method toward eighteen respondents, representatives of technical institutes and related, nutmeg farmers and household industry on Fakfak District.

The most important criteria that must be considered in the diversification of nutmeg products in Fakfak District were Market Potential, Industrial Management, Competency (availability of HR), and Technology which are possessed by farmers and household industry. The most prospective products in a big three were wet and dry candied nutmeg, nutmeg syrup, and nutmeg seed and mace.

The objectives of the prominent nutmeg diversification in Fakfak District is Community Income and local Income, then followed by the second which is take an advantage of Market Opportunity and Market Potential, the third is Absorption and Creation of New Employment, the fourth is Production Continuity, and the fifth is Product Optimization. Meanwhile, from the added value side, the economic feasibility can be stated reasonably to organize.