ABSTRACT

THE PLANNING OF AGRIBUSINESS AREA DEVELOPMENT CENTER OF THE CORE COMMODITY OF FRUITS IN BOGOR DISTRICT

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The objective of this study is to determine the location of agribusiness area center, so the region can be developed into an advanced agriculture area. In addition, this study also determines the proper management strategy to the agriculture area. Data was processed using analytical tools such as The Factor Rating System and The Analytical Hierarchy Process.

After data processing and analysis were conducted, the resulted score of the first location priority respectively for Durio zibhetinus Murr is Jonggol, for Garcinia mangostana L is Leuwiliang and for Ananas commosus (L) Merr is Cijeruk. From the weighted total score above, a conclusion can be made that Jonggol, Leuwiliang and Cijeruk should be recommended as a suitable location for agribusiness development center of the core commodity of fruits in Bogor District.

Based on Analytical Hierarchy Process, the best priority of factors that influence the selection of management strategy for agribusiness development center is human resource development. The best priority of actors is The Office of Agriculture and Forestry, the best priority of the objectives is the improvement of society economics respectively. Alternatives of Management Strategy that can be employed so that the management of area performs well, based on the best priority is Investment Growth and Facility of Partnership.

Implementation of location and the management of existing agriculture should be targeted to the improvement of agriculture productivity, which will have effects to the improvement of the prosperity and economics society.