ABSTRACT

Evaluation on Partnership Program between PT Citra Riau Sarana Palm Oil Company and Farmers living around its plantation in Kuantan Singingi Regency, Riau.

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The aim of this research are 1) to find out the general conditions of respondents joining partnership program established by PT Citra Riau Sarana Palm Oil Company for farmers living around its plantation in Kuantan Singingi Regency, Riau 2) to identify and analyse the priority attributes set by the farmers in joining the program 3) to review the impact of the program on the welfare of the participating farmers and 4) identify and analyse attributes which need improvements in their performances.

The data are collected from survey on, interview with, and questionnaires distributed to, the participating and non-participating farmers living in two districts. Two villages are taken as samples from each district. They are Giri Sako and Kuantan Sako village in Kuantan Hilir district and Muara Langsat and Marsawa village in Benai district. The methods of analysis used in this research are the descriptive analysis, the thurstone analysis, the sign test analysis, chi-square analysis, and Gross margin analysis.

The results based on the comprehensive data analysis shows that the overall partnership program, which has been running for approximately seven years, is considered successful. It is shown that the majority of farmers participating in the partnership program feel satisfied and their living conditions tends to be relatively better after joining this program.

There is still room for improvement of this program that could be done by PT. Citra Riau Sarana Palm Oil Company. The participating farmers' confidence in this program should be maintained by consistently implementing the program in accordance with the contract, which has been signed by the respective parties.