ABSTRACT

Pattern of Business Partnership Analysis on Mitra Jeruk Lestari Ltd. Toward Farmer in Developing of Siam Orange at Tebas Subdistrict, Sambas Regency, West Kalimantan

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The purposes of this study were: 1) to study the implementation of business partnership on Mitra Jeruk Lestari, Village Cooperative Unit (KUD) of Barkat Jubata and smallholder estate (plasma), 2) to analyze partnership relation level based on benefit aspects, evaluation of satisfaction level and evaluation of benefit level, 3) to formulate improvement alternative of partnership implementation. Primary data were obtained from interview and questionnaire. Respondents consisted of estate administration, estate manager, board of KUD of Barkat Jubata, and 86 farmers. Benefit aspect was analyzed by using descriptive analysis. Satisfaction level and benefit level were analyzed by using Chi-Square test.

Analysis of partnership relationship level based on evaluation of benefit aspect on economic factor, technical and social factors gave high benefit partnership toward enterprise and plasma namely raising of income, price appropriated with market price, high productivity, the responsibility of risk of business was accepted by partners proportionally, increasing of technology capability, continued partnership, high quality of production, handling of environmental conservation based on compass and regulation.

Results of the Chi-Square test based on evaluation of satisfaction level showed there was no relationship between duration of respondent partnership member with variable of implementation on extension workers' program socialization, ease to get agriculture input, researcher, extension workers' explanation, requisite to be a member was easy, and ease distribution. This circumstance showed that partnership implementation did not differentiate each plasma because activity run had been planned.