ABSTRACT

The Planning of Industrial Estate of Plantation Society
As an Agribusiness Development Center in West Java Province

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The objectives of this study are to determine the location of agribusiness development center, so the region can be developed into an advanced plantation area. In addition, this study also determines the proper management model to the plantation industry 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 using Factor Rating System, the resulted score are: Bandung District (5.08), Purwakarta District (4.66), Garut District (4.43), Tasikmalaya District for the first, second, third and fourth location priority respectively. From the weighted total score above, a conclusion can be made, that Bandung District should be recommended as a suitable location for agribusiness development center.

Based on Analytic Hierarchy Process, factors that influence the selection of management model for agribusiness development center based on the best priority are optimization of plantation sector, human resource development, the usage of natural resources, networking development and information system respectively. Actors that influence the selection of management model for agribusiness development center, based on the best priority are: The Office of Plantation (Dinas Perkebunan), Plantation Cooperation (Koperasi Perkebunan), Society Plantation (Perkebunan Rakyat), Businessman/Association, and Private Large Plantation (Perkebunan Besar), respectively.

The priorities of the objectives that influence the selection of management model for agribusiness development center, based on the best priority: creation the sustainable plantation sector, the concentrated activity of plantation sector, the integrated production structure, and the improvement of society economics respectively.

Alternatives of Management model that can be employed so that the management of area performs well, based on the best priority are Functional Based Collective Management Model, Matrix Management Model, Project Oriented with Plantation Actor as Object Management Model, and Concentrated Project Oriented Management Model / Power Culture respectively.

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