

THE DIRECTION OF AGROINDUSTRY DEVELOPMENT BASED ON POTENCY OF LOCAL RESOURCE IN TRENGGALEK REGENCY

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Abstract

Trenggalek Regency has quite great potency in agricultural sector. However, the management of the owned resources has not been optimized yet because of the lack information and knowledge of related technology among the people and the condition of the people that still traditional. They cause the people's agricultural products has no added value. Therefore agricultural commodities in Trenggalek regency have no comparative predominance and competitive predominance. Further to solve the problem, it is necessary an alternative agroindustry development based to the local resource potency in Trenggalek Regency.

This study aims to determine the direction of development of local based potency in Trenggalek Regency. The objectives of this study are: identify potential competitive commodity in the development of agroindustry in each district, identify the determining criteria of agroindustry development appropriate to Trenggalek Regency, and formulate the direction of agroindustry development based on potency of local resource in Trenggalek Regency.

The analytical method used to determine predominance commodities is LQ and shift share analysis to understand appropriate commodity related to agroindustry development in Trenggalek regency. To identify the determining criteria of

agroindustry development appropriate to Trenggalek Regency, this study uses Delphi analysis to explore the criteria. Then, formulating the direction of developing agroindustry in Trenggalek regency using triangulation analysis based on literature study related to agroindustry, empirical field observation, and case studies of the implementation of agroindustry in other regions.

Based on the result of performed analysis, this study obtained seven potential predominance commodities, including commodities of corn, cassava, clove, cacao, sugarcane, milk cow, and sea fishery. Further, the determining criteria of agroindustry development appropriate to Trenggalek Regency are raw material, labor, supporting infrastructure and institution. Directions that formulated based on each of related criteria are including (a) direction to develop raw materials through increasing productivity, quality and continuity of cassava, (b) direction to develop the labor/human resource through increasing the availability, quality and competency of the labor, (c) direction to develop supporting infrastructures through the procurement, maintenance, and increasing the quality of infrastructure coverage service (d) direction to develop the institutional through increasing government support in policy, capital aspect, technology, and private sector partnership.

Key words: potency of local resource, cassava, agroindustry