WEB-BASED GIS APPLICATION DEVELOPMENT
FOR AGROBUSSINES SEGMENT MARKET BASED
ON CASE STUDYING ALOVMAP: NGANJUK
REGION, EAST JAVA

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Abstract

Agriculture in Indonesia is one of the major sectors in Indonesia that have a strategic role in national economic development structure. However, in fact until today there are many farmers who entered the poor in Indonesia. This indicates that the results obtained are less precise agricultural marketing, causing farmers to obtain the minimum gains. One of the factors that cause failure of the marketing of farmers is the lack of knowledge of the Department of Agriculture to provide information to farmers in knowing the market share or the right location to market their farm, so farmers tend to make the sale results in a less market potential. At this time, farmers are not familiar with and know the location information is a huge potential market for this type of farming them.

Referring to the above problems, Proposed solutions in the form of making a web-based GIS applications with AlovMap for information agrobasis market share in Nganjuk, East Java. This application is intended for local governments, especially in agriculture and plantations in order to inform the agribusiness market share so as to maximize profits on the sale of the exact market share, a Web-based GIS applications
are presented in the form of an interactive website containing information on market share in areas Nganjuk.

The results of this GIS application has been successfully providing information in accordance with existing needs. Evidenced by the features that have been run to provide location information sub-district, the location of traditional markets and the central market, the price of crops, harvest and planting, as well as the amount of crop production in the district Nganjuk.

Key words: Applications for Agriculture, Agribusiness Market Share, Web-Based, GIS (Geographic Information System), AlovMap.