TEA PLANTATION AREA DEVELOPMENT IN BANDUNG REGENCY

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ABSTRACT

Tea plantation as one of the region's economic pledge of Bandung Regency decreasing production progressively, thus requiring the development direction of the tea plantation area in order to improve regional economic, not only the picking of tea production, but also other sectors such as industry, trade and services, also tourism, through the diversification of the tea plantation area. This study aims to determine the development direction of the tea plantation area appropriate in order to increase the natural resource-based economic value-added and featured sectors in Bandung Regency.

To achieve the research goals, the analytical techniques used were Location Quotient (LQ), Shift Share Analysis (SS), quadrant analysis, expert judgment interviews, and descriptive analysis.

Based on results of the analysis, it is known that the commodity of tea has a good potential in the District of Ciwidey, Rancabali, Kertasari, Pasirjambu, and Pangalengan. That districts delineated as a tea plantation area and analyzed in more detail within the village area. Through a primary survey of existing conditions and expert judgment, the seven clusters formed in the tea plantation area, it is two clusters of Agribusines, two clusters of Agritourism, and three clusters of Agroindustry. Each cluster is directed in accordance with the character of its activities.
Key words: regional economic, tea plantation area, area diversification.