Abstract

Citrus farm in District Bangorejo potential to be developed, viewed from the high contribution of agriculture to GDP was 16.19%, but this potential has not been able to boost the local economy citrus farming community which can be seen from the capital income is still low and high poverty levels. So needed economic improvement citrus farmers.

This study aims to formulate the direction of economic development in the District Bangorejo citrus growers perspective, to determine the factors that influence stages beginning with Guttman scale analysis techniques to acquire influential variables, then dideskriptifkan with descriptive analysis in order to obtain an influential factor. The next stage deskriptif analysis to determine the performance of the influential factors. In the final stage, the formulation of directives with descriptive analysis techniques.

The results obtained by analysis of 14 variables Guttman, obtained after 11 dideskriptifkan influential factor. Then of eleven factors, analyze the performance criteria related to the percentage obtained 4 factors categorized "not good", namely: a) support the government and the private sector towards economic improvement program citrus growers society b) Equity ownership of arable land extensive citrus farmers c) availability of field extension workers (PPL)
as a facilitator of dialogue between stakeholders d) Availability of credit institutions in providing venture capital. So that the results of the performance, direction to do 1) Equity receipt of assistance, 2) Improved ease of access small loans, 3) Enhancing the role of private, 4) Provision direct cooperation to the Company Estate / Processing raw material exporters and farmers, 5) expansion to take advantage of government-owned land, 6) expansion with land consolidation, 7) Improving the quality of existing land, 8) establishment of Human Resources extension in every village in the area of citrus farming, 9) Acquisition and optimization roles financial institutions, and 10) Increasing the ability of small business management entrepreneurs/ cooperatives/ farmer group.

Keywords : Economic Improvement , Local Economic Development , Citrus Agriculture