DEVELOPMENT OF THE LEADING COMMODITIES OF CROPS AGRICULTURAL SECTOR IN KARANGASEM DISTRICT THROUGH AGribusiness APPROACH

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Abstract

Agricultural sector is the main sector that supports the economy in Karangasem district. Although Karangasem district has high potential in the agricultural sector, especially in crops subsector, until now the district has not been able to increase the regional economy significantly. These potentials have not been utilized optimally and have not been managed through a good management. Therefore, the commodities of this sector still do not have higher sale value. The people who depend their living on agricultural sector still have not enjoyed the maximum results although agricultural sector is the superior sector in the district.

The purpose of this study is to formulate the referral of the development of the leading commodities of crops agricultural sector in Karangasem district through agribusiness approach. Stages to achieve the objectives of the research are LQ and SSA analysis to determine the leading commodities of crops agricultural sector, Delphi analysis to determine the factors to increase the added value of the leading commodities, Expert Judgment Analysis to determine the type of post-harvest activities in downstream agribusiness subsystem to do in Karangasem district, and Qualitative Descriptive Analysis to formulate the referral of the development of crops leading commodities in Karangasem district through agribusiness approach.

The results of the overall analysis showed that crops leading commodities in Karangasem district are rice, cassava and...
soybeans. The three commodities are the leading commodities of crops subsector that have the potential and competitiveness to be developed further. Referral of the development of the leading commodities consists of primary (post-harvest) and secondary (processing) handling of each of the leading commodities, rice, cassava and soybeans. The post-harvest activities in downstream agribusiness subsystem are done to boost the added value of these commodities. Furthermore, the processing activities will produce derivative products with higher sale value to boost the district economy.

Keywords: Agribusiness, Leading Commodities, Crops Subsector