ABSTRACT

HADIJAH SIREGAR. An Analysis of Rubber Smallholding Potential Development in Mandailing Natal Regency, North Sumatra Province. Under direction of SANTUN R.P. SITORUS and ATANG SUTANDI.

Development of preminent commodity of rubber is one of Mandailing Natal Regency government’s strategy to improve society prosperity. To support the mentioned things, this research was conducted with purposes: determining suitability location for the development of rubber plantation based on land evaluation, analysing financial and marketing feasibilities of rubber smallholding, analysing the directive of rubber smallholding potential development in Mandailing Natal Regency by using mapping and descriptive analysis. The research result shows that acreage of potential area for the development of rubber plantation in Mandailing Natal Regency is 460,849 ha (70.41%). Financially, the enterprise of rubber smallholding in every land suitability class is feasible. The market chain of rubber in Mandailing Natal Regency is not efficient enough. The location which is able to recommended for the development of rubber plantation in Mandailing Natal Regency based on potential location, financially and relevant government regulations is 201,875 ha (30.84%). The performance of rubber smallholding plantation in Mandailing Natal Regency is influenced by agricultural extension service officer, the availability of farmer group, rubber productivity and availability of agricultural infrastructure. Nowadays, rubber processing factory should be built in Mandailing Natal, considering that raw materials are widely available and added value will contribute for regional development.

Keywords: rubber smallholding, land evaluation, financial feasibility, marketing feasibility.