ABSTRACT

AKBAR, Sustainability Strategy of Rural Agribusiness Development Program (PUAP) (Karawang Regency Case). Under the Supervision of MA’MUN SARMA as the Chairperson and LUKMAN M BAGA as the member of Supervisory Board.

Poverty in rural areas is the main problem to overcome national which can not be postponed and should be a priority in the implementation of the development of social welfare. Therefore, the national economic development based on Agriculture and rural areas, directly or indirectly, have an impact on the reduction of poverty.

Rural agribusiness development program (PUAP) is a breakthrough program of the Ministry of agriculture for poverty alleviation and job creation, while reducing the development gap between regions and central areas and gaps between sub sectors.

Formulation of the problem in this study is how the combined performance of farmer groups (Gapoktan) direct beneficiary communities (BLM-PUAP), how the PUAP program can increase the income of its members and how the sustainability strategy of PUAP.

This research was conducted in the Karawang regency in March to May 2011. The data used consists of primary data and secondary data. Method of analysis used is importance performance analysis (IPA), analysis of farmers’ income, Internal Factor Evaluation (IFE), Eksternal Factor Evaluation, analysis of SWOT (Strengths-Weaknesses-Opportunities-Threats) and Quantitative Strategies Planning Matrix (QSPM) analysis.

Based on a priority review, sustainability strategy of PUAP program based on aspects of performance and quality in Regency Karawang Gapoktan performance which is 34.78% that is considered optimal. The emphasis of the strategy by taking an advantage of external opportunities to internal weaknesses that exist (WO strategy). Results of the SWOT strategy formulation followed by QSPM analysis to determine the priority strategy alternatives that have been produced. The priority Strategies are: increasing professionalism of gapoktan members, sanctions for administrators who embezzled PUAP funds, improve business unit labor savings and loans to improve the welfare of Gapoktan members, improve the quality and quantity of crops to survive from imports, develop agriculture through the addition of new types of products marketed and the expansion of the market, development and strengthening of marketing network that has been available and improving financial management capabilities gapoktan in partnership with private sector.

Keyword: Gapoktan, strategy, performance