

ISBN 978-979-9261-71-7
978-979-9261-72-4

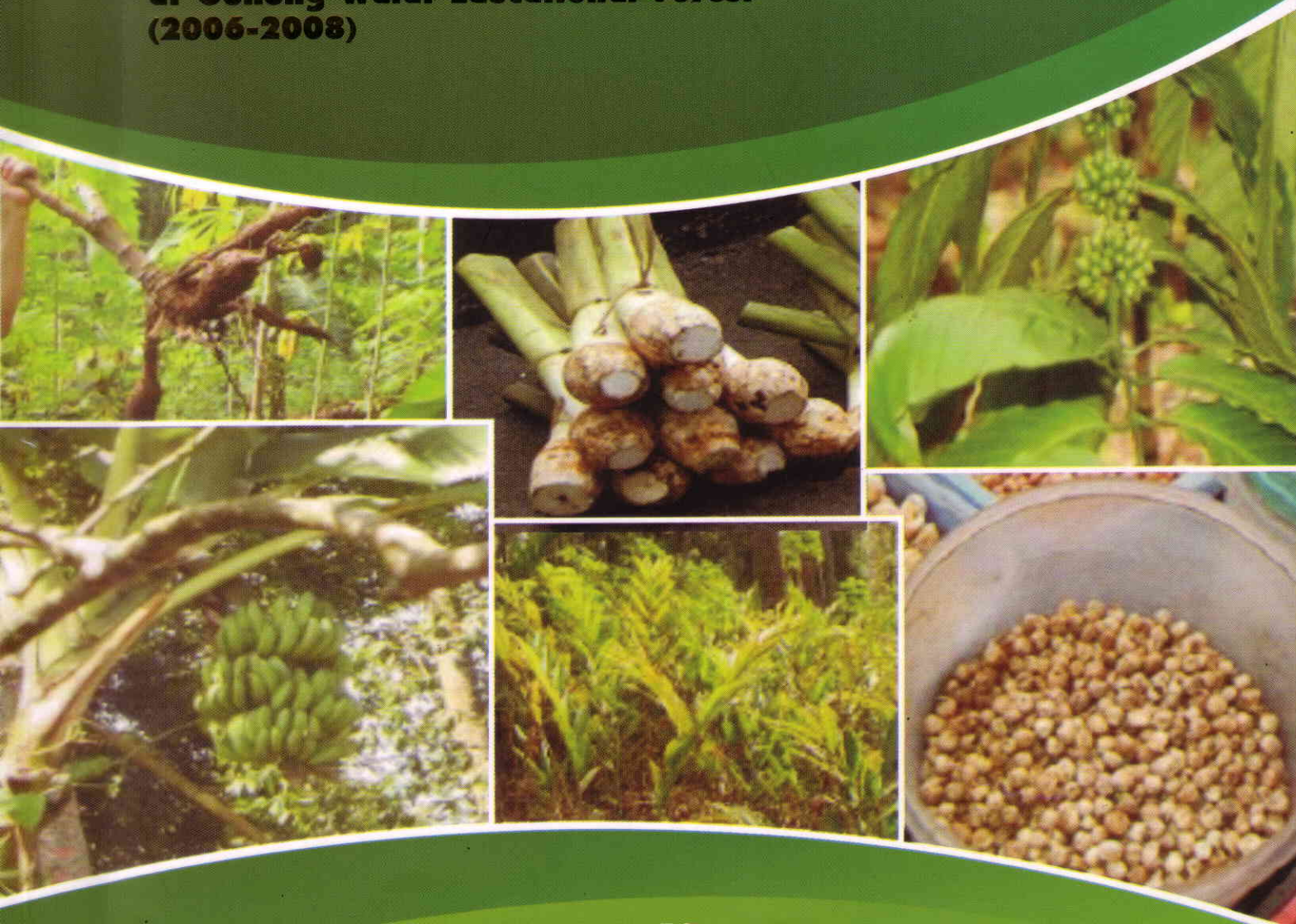
**TECHNICAL
REPORT
Volume 3**



ASEAN-KOREA
Environmental Cooperation Unit

POVERTY ALLEVIATION PROGRAMS THROUGH PEOPLE PARTICIPATION IN IMPROVED AGROFORESTRY SYSTEM AT GUNUNG WALAT EDUCATIONAL FOREST, INDONESIA

**Socio Economical Research
at Gunung Walat Educational Forest
(2006-2008)**



**Editor:
Leti Sundawati
Soni Trison**

2009

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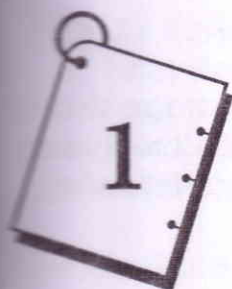
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DETERMINATION OF MARKETING MIX TO DEVELOP AGROFORESTRY PRODUCTS MARKETING AT GUNUNG WALAT EDUCATIONAL FOREST

By

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INTRODUCTION

Many efforts have been done to alleviate poverty, since poverty has been and is a major concern of government and societies in Indonesia. Social forestry which is practiced in Gunung Walat Education Forest (GWEF), is one of those efforts aiming to reduce the poverty of people living in and near to forests. One of the key aims of social forestry practiced in GWEF is to improve the livelihoods of people within and surrounding the forests. Agroforestry is one of the most important practices of social forestry.

Marketing is a key factor to succeed agroforestry, besides production aspect. The contributions of this research will provide an insight into the various practices of agroforestry products marketing in GWEF. There are four important aspects, called as marketing mix, that influence the marketing of agroforestry products in GWEF, that are:

1. Product Planning
2. Pricing
3. Placing or distribution
4. Promotion

This action research tried to understand problems concerning whole aspects of marketing mix, and then together with farmers and other marketing actors formulate efforts to solve the problems.



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(14,086.730 kg /year) dan pegagan (Total demand simplisia :31,949.66 kg/year).

CONCLUSION

Farmers at GWEF and the surrounding area have not yet cultivated medicinal plants as main product in their gardens, even though there are potential markets for those products. This is an opportunity for community in GWEF to develop the business and make it alternative sources of promising income in order to develop prospective agroforestry in the future.

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