

STRATEGY OF COCONUT AGRIBUSINESS DEVELOPMENT IN GORONTALO DISTRICT

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This research aims to find out and analyze (1) superiority of coconut commodity based on regional economic analysis in Gorontalo Utara District, (2) strategy of coconut agribusiness development in Gorontalo Utara District. This is quantitative research. The data source is secondary data in the form of primary data from questionnaire distribution to the coconut farmers in Gorontalo city. The technique of data analysis is localization analysis, specialization analysis, base analysis and SWOT.

The findings show that (1) the analysis result of the superiority of coconut commodity finds that coconut plant is a commodity which is categorized as a base and superior sector in almost half of Gorontalo Utara District. Coconut is also spread in all of the sub-districts in Gorontalo Utara District which shows that it becomes the staple to many processed products, adequate marketing since coconut agribusiness is relatively varied, coconut waste is of economic value so its utilization is much occupied by small and medium industry and the increase in coconut production becomes part of government program of Gorontalo Utara district, (2) strategy of coconut agribusiness development in Gorontalo Utara district is diversification strategy, therefore in doing farming business, it is important that the farmers keep maximizing the existing strength in active and initiative way to form an institution of coconut farmers or partnership with small and medium industry of food processed made of coconut, so that the threat in marketing process can be well-overcome by the farmers and coconut farming can be the main income source for the farmers; it is necessary to change the traditional farming system and partial primary industry to be a system and agribusiness-based coconut which is competitive, sustainable, pro-people and decentralized.

Keywords: Coconut, Agribusiness Development, Gorontalo Utara

