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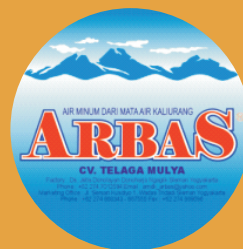


Melayani Dengan Setulus Hati



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PROCEEDINGS International Seminar on Agro-tourism Development (ISAD)

AGRO-TOURISM:
EDUCATING, CONSERVING,
AND EMPOWERING

Hosted by:



Faculty of Agriculture
Universitas Pembangunan Nasional "Veteran" Yogyakarta
Indonesia

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**International Seminar on Agro-tourism
Development (ISAD 2011)**

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Field Trip held on 6 December 2011

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COMPETITIVENESS ACCELERATION STRATEGY ON AGRIBUSINESS “THREE-FIVE MODEL”

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ABSTRACT

This research has aimed to study, to predict, and to formulate the competitiveness of Robusta coffee bean, soybean, paddy, sugar, and tobacco. The methods of Three-Five Competitiveness. The results of the research showed that: from the side of supply, the production should consider some factors, such as the number of production in Indonesia, the price of fertilizer in the country, the government policy of protection that were less support to the competitiveness acceleration; from the demand perspective, there is a significant opportunity in coffee post harvest processing demand in the domestic and world market; from the environment and farming business perspective, it is considered as monoculture and has not yet applied suggested technical culture, the awareness of smallholders about genuine seed variety is low, infected by plant diseases. Also, is just processed in the primary level meanwhile downstream product processing has not yet been conducted significantly; from the policy perspective, it is concluded that the government support in the domestic policy is lacking (shown by the coefficient of Domestic Resource Cost Ratio (DRC) is better than Private Cost Ratio (PCR), the coefficient of Nominal Protection Coefficient on Tradable Output (NPCO) and Subsidy Ratio to Producers (SRP) is not supporting the competitiveness acceleration if they are compared to the world price). But, the coefficient of Nominal Protection Coefficient on Tradable Inputs (NPCI) of the government policy has contributed a significant support for the competitiveness acceleration and; from the social perspective, it is shown that the smallholders is dominantly risk neutral or safety first.

KEY WORDS: competitiveness, three-five

INTRODUCTION

It has been discussed a lot by many people, including farmers, college students, practitioners, and the policy made official about the competitiveness on agribusiness. Based on the basic mindset on agribusiness concept which has domestic and international competitiveness, the acceleration of both product and productivity is badly needed. For that reason, the relevance between supporting substances is needed. The substances are the government policy, the farmer technology adopt level, the farmer's internal factor such as risk-taking unwillingness, and the availability of means and infrastructure for developing certain commodity.

Aimed to support the continuity of strong national agribusiness at future, so examination and development which enable to produce the competitiveness acceleration strategy on agribusiness in both domestic and world market are needed. That competitiveness does not

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