



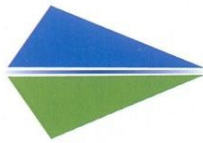
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SUSTAINABLE DEVELOPMENT MODEL OF CHRYSANTHEMUM AGRIBUSINESS

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ABSTRACT

A survey was applied in this study. This study was focused on analyzing the superiority of chrysanthemum as well as designing the development model of chrysanthemum agribusiness. Unit for the analysis were chrysanthemum farmers' business included small, middle and a large scale of businessmen; with additional information provided by agency and expert who were involved in chrysanthemum development. The results of this study indicated that chrysanthemum was satisfied enough to meet superior criteria. Chrysanthemum was also economically viable as ornamental plant. Chrysanthemum could be well developed as superior ornamental plant related to its influential factors. The results of this study also indicated that chrysanthemum development as superior ornamental plant was significantly influenced by factor and demand conditions besides the support of related industries, competition, structure and strategy of the company.

KEYWORDS: Development, Chrysanthemum, Superior

INTRODUCTION

The challenge of Indonesian agricultural development in facing agribusiness era related to a dominant small scale of business conducted by millions of farmers with relatively low educational level, small size of planted area, low of capital as well as low productivity. Those conditions were less favorable for competition in a global market since farmers with small scale of business were not able to apply specific local advanced technology which in turn would affect upon low efficiency of business as well as low product quality.

Low product quality as viewed by Hayami and Godo (2005) would affect the selling price of the product in the market. The main concern of agriculture in the developing countries related with food prices and low farm income.

On the other hand, government efforts in agricultural development were still conducted in form of unsustainable project. As a result, those efforts have failed unilaterally due to the lack of appropriate institutional development strategy.

According to Rostow (1960) in Priyarsono, et al (2010), reliable agricultural sector is a prerequisite for development of industry and service sectors. Empirical observations show that most countries can only reach the stage of sustainable economic development driven by the industrial and services sectors preceded by the progress in the agricultural sector. Thus, if this sector is exploited proportionally, it would provide multiplier effect that may encourage significant further development.

To meet the challenge of global competition, developing superior agricultural commodity need to be conducted. Its development must be directed to support the development of economic sectors which potentially creating a larger employment opportunities that may provide a good prospects to improve the welfare of society. By these reasons, this study focused on the development model of competitive and sustainable agribusiness superior commodity. According to