

ABSTRACT

In 2007, Central Java Government has been starting the implementation of agropolitan program in some regency that has the potential in the agriculture sector. Through this program, Suthomadansih Agropolitan Area was established in Karanganyar Regency. The leading commodity of agriculture from Suthomadansih is carrot. Carrot is then taken into consideration in the implementation of agropolitan program, in the form of provision of infrastructure and community development programs. The principal objectives of the research study are to investigate the value chain of carrot in Suthomadansih. As well as to analyze how the implementation of agropolitan program supports the value chain of carrot as leading commodity in Suthomadansih Agropolitan Area.

Value chain of carrot means a sequence of target-oriented combinations of production factors that create a marketable product or service from its conception to the final consumption (Lesego Herr, Mathias. 2007). Meanwhile, in order to investigate how the implementation of agropolitan program in suthomadansih supports to value chain of carrot, there are three indicators that will be identified. The three indicators are the development of supporting infrastructure, agribusiness system, and development of human resource (Iqbal and Iwan, 2009).

Both of qualitative and quantitative analysis has been applied into the study with the performance table of the implementation of agropolitan program and value chain analysis as tool to conduct the analysis. Based on the result of value chain of carrot in Suthomadansih, some development programs from Local Government through the agropolitan program has been conducted from upstream to downstream of carrot commodity. However, some programs are failed to support the value chain of carrot, so that the improvement of value chain of carrot could not be optimized. The implementation of agropolitan program is not sustainable because of the absence of the budgets of local governments. The program is only implemented for 3 years (2007-2009), so that there are no significant effects of the program on the agricultural sector, especially for carrot commodity. Those programs are Agribusiness Sub Terminal, Wortu Cluster, Vitmaka, and Farm Road Improvement Program. Learning from the empowering program was conducted by Yayasan Duta Alam (NGO's) in Blumbang Village since 2000 to 2010, Local Government could invites more NGO's to participate in the development process of Suthomadansih. The cooperation could be as capital sharing or expert sharing. This approach could be an alternative to overcome the lack of finance of Local Government.

Keywords: carrot, suthomadansih, value chain