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Abstract. The objectives of this research are to 1) explore the profile of maize farmer enterprise in Gorontalo regency; 2) to identify the characteristic of the members of home industry group in Todito village at Pulubala sub-district, and 3) Batudaa sub- district; 4) Economic analysis for maize stick tasted with shrimp from Limboto lake; 5) Economics analysis for Sweet Maize Dodol with used survey method.

This research was conducted from August to September 2016 by using descriptive, SWOT and economics analysis. The results shows that 1) Groups of farmers in Dunggala village, Batudaa sub-district consist of 8 groups, 187 members, with 157,3 Ha of maize field. At Pulubala Sub-district has more groups of farmer with 32 groups in Puncak Village with the farming area at 701,21 Ha.

Farmers at Toidito outnumber those in the other villages with 705 members; 2) Demography aspect for home industry members: at Toidito village is dominated by women (80%); 3) and demography aspect for home industry at Barakati village is about 100% dominated by women; 4) Economics analysis for home industry for Maize Stick with tasted by Shrimp from limboto Lake is profitable if the in-come reaches above break event Rp 120.000,- if production is over of breakeven point is 11,975 gram and will follow of the price over of breakeven point about Rp 52.500; 5) Economics analysis for home industry for Dodol sweat maize are profitable if the in-come reaches over breakeven point is Rp 170,174, if production surpasses breakeven point

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6,90 basket and if the price is over of breakeven point is about 19.550.

Key words: Processing Maize Production Development and Economic Driven
INTRODUCTION Since Gorontalo became a Province on February 12nd 2000, the government has considered agriculture as the entry point of corn that is profitable for exporting. However, it has not been cultivated optimally with the support of technological inputs, without ignoring the aspects of sustainable corn farming.

Corn has many advantages, such as processing to food products, such as corn sticks, corn oil, poultry and fish feed. In addition, corn grain products and corn waste can be processed into variety of products, e.g. ruminant feed, organic fertilizer, charcoal, the basic material of clothes, tablecloth and other unique products.

Based on the survey that the corn seed (yield) in Gorontalo is used only for daily meal are exported to other cities in Indonesia or to another countries. Seed corn (yield) is not processed into products that boost the economic value. The price comparison corn kernels 1 kg Rp. 3,200 if it has been processed into animal feed prices. It is 5 times from the original price if it is not processed.

Processing the kernels into a basic ingredient of animal feed will increase the economic value of the product. The role of the agricultural sector significantly contributes (28%) to the GDP of Gorontalo District, along with the service sectors (23%). Because people in most districts in Gorontalo worked in the agricultural sector of food crops (rice and corn), plantation crops (coconut) and fisheries.

The development of maize cultivation in Gorontalo district need to be improved due to the potential and the land size. Baruwadi (2009) clarifies that household income for farmers from maize farming in Gorontalo reaches 64.03%. This emphasizes proved the high dependence of farmers on corn as a source of household income.

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Friedmann (1990), showed that empowerment is an "alternative development" on the model of development center to growth. Some points that should be addressed in the first place are trusts: first, country is the problem of development showed development of alternatives to eject even against the country; second, could are not wrong and the public is an independent association; Third, community actions had capable and sufficient to realize the alternative development without state interference. Kartasasmita, 2009 claims community empowerment as the development concept on which it originates from the community.

The concept of community empowerment consists. In early 2016, the output are: 1) Potential of socio-economic household, including institutional corn farmer. 2) Formulation Hierarchical strategy and on the development of government policy on product development of corn processed. 3) Output products and their sales outlets in refined product sales. Meanwhile output in 2017: 1) Control the use of tools / technology products processing corn.

2) Improvement on insight and institutional team work. 3) Developing the ability to access the market. And output in 2018: 1) Products Processed competitive. 2) Model of Institutional Agribusiness Corn. 3) Skills to access market information. The above table reveals that the total strength value = 2.50. This outnumbers the total weakness value = 0.60, meaning that the strength factor for the distribution product development strategy is outweighed than a factor of weakness as an **inhibitor of the distribution product development strategy** Based on the the analysis, it is revealed that the strength outweighs the weakness, generating the X axis in the diagram SWOT.

Likewise, the upcoming opportunity outnumbers than the threat and generates the Y axis SWOT diagram. These values signifies that the difference between opportunity and threat is 2:05 while the difference between strength and weakness achieves 1.90. Based on the the analysis, it is revealed that the strength outweighs the weakness, generating the X axis in the diagram SWOT.

Similarly, the upcoming opportunity outnumbers than the threat and

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generates the Y axis SWOT diagram. These values signifies that the difference between opportunity and threat is 2:05 while the difference between strength and weakness achieves 1.90. Strength – Opportunity Strategy Local Corn (Motoro Kiki) and **Limboto Lake Shrimp and the other additional raw** materials are of good quality.

Similarly, other materials, such as sweet corn, Palm Sugar and Coconut Milk used as the ingredients of Dodol sweet corn are also have the same quality. This indicates the prospects of business and it promotes the environmental-friendly aspect of the new product. **Weakness – Opportunity Strategy An improvement in volume of production / supply of shrimp corn stick and corn dodol is** essential to fulfill the market target.

This is by enhancing the effectiveness of product and price information. Open market distribution are needed to meet the demand of consumers. Strength-Treat Strategy Maintaining the quality of raw materials, such Local Corn (Motoro Kiki) and Limboto Lake Shrimp is complicated. This allows the competitors to fill such gap and overwhelm one's company.

Weakness –Treat Strategy An increase in the product and price information of shrimp and corn stick are important to identify market taste development and to compete with others. These factors and the development strategy of product distribution of shrimp corn stick. Based on the analysis SWOT matrix, factors and strategies of the development of corn productare 1) The high quality of material, (2) has prospects and environmental-friendly, generates the possibility of new product development 3) characteristics of flavor and quality of products that meets the market target.

On the other hand, the factors hindering the development of distribution of corn product, involves (1)increase in the volume of production / inventory to meet the market target (2) increased the promotion **of product and price information, and open market distribution are** necessary to meet the demands of the consumers. Maize Farming Profile in the district of Gorontalo **Data group, the number of members and the largest** maize crop cultivation area is in the district the village Batudaa Dunggala (8 groups), **187 the number**

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of members of the group, and 157.3 ha of arable area corn crop.

In Pulubala, the data reveals that largest group is in PuncakDesa (32 groups), for the most members are in the village Toyidito (705 members) and the largest corn crop cultivated area located at Peak Village is an area of 701.21 ha. CONCLUSION Maize Farming Profile in the district of Gorontalo Data group, the number of members and the largest maize crop cultivation area is in the district the village Batudaa Dunggala (8 groups), 187 the number of members of the group, and 157.3 ha of arable area corn crop.

In Pulubala, the data reveals that largest group is in PuncakDesa (32 groups), for the most members are in the village Toyidito (705 members) and the largest corn crop cultivated area located at Peak Village is an area of 701.21 ha. Characteristics of People In Household group Village Toyidito District of Pulubala People who were in the group of households in the District of PulubalaToidito dominance that has the characteristics of sex is dominated by women as much as 80%, for age dominated by the age interval 20-30 years is 40%, for the highest education level is dominated by SD equivalent as many as 50%, for the work is dominated by non-agricultural jobs in as many as 70% while for the duration of the population lived dominated by people who have been domiciled for 3-5 years and 10 years respectively by 50%.

Characteristics of People In Household group Village Barakati District of Batudaa People who were in the group of households in the District of BatudaaBarakati dominated by women, as much as 100% for the category of gender, for age dominated by the age interval 31-40 years as many as 50%, for the education level of high school dominated by as many as 50% , for the work is dominated by non-agricultural jobs in the field as much as 80% while for the duration of the population lived dominated by people who have been domiciled for 3-5 years is 50%.

Economics analysis of shrimp Maize stick Home industry of shrimp corn stick is considered profitable if the revenue outnumber the break event point value Rp. 120.000, if the production obtained exceeds the limit of break-even point 11.975 grams and if the price obtained exceeds the limit break-even

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point is Rp. 52,500. Economics analysis of Maize Dodol Home industry of corn dodol is profitable if the revenue outnumbers the break event point value Rp 170.174, if the production obtained exceeds the limit break-even point 6.90 bucket, and if the price obtained outreach the limit break-even point Rp. 19.550.

Factors and Distribution Development Strategy of Maize Products Based on the analysis SWOT matrix, the factors and strategies of the development of maize product distribution are 1) The quality of materials, (2) is of good prospects and environmental-friendly, generating the possibility of development of new product. 3) flavor and quality of products that suits to the demand of society.

On the other hand, the weakness of the factors and strategies of maize product distribution comprise (1) increase in the volume of production / inventory to meet the target of market (2) increasing the promotion of product and price; open market distribution is essential so that the product suits the need of the people.

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