

Marketing Distribution of Cacao Agropolitant in Pohuwato-Indonesia

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Abstract: This research aims to find and develop model that can be applied to increase Cacao production through the implementation of agropolitant technology and Cacao marketing distribution in Pohuwato Regency. The research used qualitative descriptive approach that processed through data analysis technique including data reduction, data display and conclusion drawing. This research showed that: Cacao marketing technique that applied by Cacao farmers in Pohuwato were conducted both direct and indirect technique. Factors that determined the success of Cacao marketing distribution channel development were through joint commitment of farmers in developing good marketing distribution channel, appropriate marketing system and the availability of sufficient business capital. Model for the appropriate Cacao marketing distribution channel was through improvement and increase both Cacao quality and quantity, the development of regional owned enterprises (BUMD) as organization which able to accommodate and conduct marketing for Cacao production, the development of online marketing system in Cacao marketing. Cacao productivity in Pohuwato has increased every year so that required the development of marketing distribution channels are structured properly so that the results obtained by cocoa farmers can be maximized and can be one of the leading industrial sectors in the regions.

Key words: Cacao, agropolitant, distribution, marketing technique, Pohuwato

INTRODUCTION

Saying about national development cannot be separated from the development of agropolitant industries where those industries become one leading sector for Indonesian government (Aristeus, 2014) in developing micro-small-medium enterprises (UMKM). In facing Asean Economic Community (AEC) that been established by Indonesian government since early 2015 (Mandala, 2014) reinforcement in small and medium industry sector (Malau, 2014) becomes a must that should be implemented by people, thus the involved elements should be more effective, efficient and professional.

Pohuwato Regency is one area in Gorontalo Province which has interesting solution in improving regional development where Cacao agropolitant can be reliable sector (Lybbert and Sumner, 2012). According to data from investment coordinating board (BKPM) total Cacao production in 2013 was 6287 tons and keeps increasing in each year. It is necessary to give direction and counseling for farmer groups (Ton *et al.*, 2015) as industries that manage this agropolitant in order to understand and master Cacao agricultural and plantation technology appropriately (Stevenson *et al.*, 2014) thus it will affect to the increasing of Cacao production. Besides that, official channel for Cacao distribution needs high and directed monitoring from regional government of Pohuwato Regency in order to maximize the income from Cacao sector.

Cacao productivity level in Pohuwato has increased quite significantly. The increasing of Cacao production has led to the improvement of standard Cacao production number in Pohuwato Regency to be 1.27 tons/ha. This number is over standard Cacao production number in gorontalo province which is 0.8-1 ton/ha. However, if it is compared with national standard Cacao production number which is 2 tons/ha then Cacao production in Pohuwato Regency is still under national standard Cacao production number (plantation office of gorontalo province, 2012). Many efforts has been conducted by regional government to increase (Laurance *et al.*, 2014) Cacao production to reach national standard number, one of the efforts is by applying agricultural and plantation (agropolitant) system technology through structured marketing channel (Berthon *et al.*, 2012) of village owned enterprises BUMDES.

MATERIALS AND METHODS

This research was conducted in Pohuwato Regency Gorontalo Province to the Cacao farmer groups across 3 districts-Patilanggio, Randangan and Taluditi Districts. This research was conducted using qualitative descriptive method (Poh *et al.*, 2014) and case study approach (Barlish and Sullivan, 2012) where the researcher studied phenomena that occurred to the Cacao farmers in Pohuwato Regency and the researcher was main instrument in the research data collection. In this research,

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