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**TRADING SYSTEM IN CASSAVA COMMODITY
FARMERS SOCIETY ECONOMY EMPOWERMENT
(SURVEY ON SEVERAL CASSAVA PLANTATION CENTRAL VILLAGES
IN SUBANG, WEST JAVA)**

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ABSTRACT

A not optimized trading system is one of the main problems resulting cassava farmers' weak bargaining power. Based on the problem, this research was conducted to analyze cassava commodity trading system on two cassava plantation central villages. The research method used to achieve outcomes from this research was a descriptive survey method. The research was conducted in two cassava plantation central villages in Subang, West Java. This research required primary and secondary data. Primary data was collected with depth interview through focus group discussion. Meanwhile secondary data was collected from both of the researched village government office. The result of this research indicates that farmers experience bargaining power weaknesses in input and output market. Because of that, to enhance farmers' bargaining power in cassava commodity market it is important to create a trading model that forms an integrated supply chain system from upstream to downstream sectors.

Keywords: cassava farmers, bargaining power, trading model

INTRODUCTION

Agriculture is one of the economic leading sectors of several nations in South Asia (Khan and Shah, 2011), including India (Halder and Pati, 2011). The significant role of agriculture is proven to have enhanced economic development (Najafabadi, 2011). This also happens in Indonesia. This means, the success of agriculture sector including farming and plantation sector, possess a very important role that determines the success of the people's economy in general, especially for cassava commodity as the focus of this research.

The weak cassava trading system of cassava commodity plantation central villages in Indonesia, in this case are two villages in Subang, have been assessed as main problems that cause weak cassava commodity farmer society's bargaining problem. The weak bargaining power itself cannot be separated from agricultural commodity marketing aspect as one of the main aspects to bring strong empowerment for the people.

Agricultural marketing is activities that involve agricultural product movement from the producers, which are the farmers, directly to the final customer or indirectly through marketing channels. (Shakeel-Ul-Rehman *et. al.*, 2012; Rai and Panigrahy