

ABSTRACT

THE ANALYSIS OF MARKET POTENTIAL AND STRATEGY IN IMPROVING QUALITY OF RUBBER RAW MATERIAL BY USING LIQUID SMOKE AS COAGULANT (A CASE STUDY IN MULYA KENCANA VILLAGE OF WEST TULANG BAWANG DISTRICT)

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Rubber farmer currently still producing rubber raw material by using coagulant which can spoil rubber quality including formic acid, TSP fertilizer, alum, and pineapple/gadung fruit extract. These coagulants have acid characteristics, which may accelerate development of bacteria which spoil natural antioxidant in the rubber raw material. The objective of this research was to find out : (1) the market potential of rubber raw material in Central Tulang Bawang sub district of West Tulang Bawang district, (2) method for improving rubber raw material quality in Mulya Kencana village of Central Tulang Bawang sub district in West Tulang Bawang district. This research was conducted with field survey method by collecting primary and secondary data, and then analyzed by using SWOT analysis. The research results showed that Central Tulang Bawang sub district of West Tulang Bawang district had big market potential with people rubber plantation width of 2,797 Ha with productivity level of 770 Kg/Ha and production amounting 1,091 tons annually. Efforts in improving rubber raw material were : (1) increasing bokar processing technology using liquid smoke as coagulant (2) cooperating with rubber raw material research team who used liquid smoke.

Keywords : liquid smoke, rubber raw material, quality, market potential, SWOT analysis.