

ABSTRACT

Cilongok sub-district is the location of the center of manufacture of palm sugar, because it biggest producer of palm sugar in Banyumas District. Many actors in the value chain of palm sugar causes each actor took margin greater than the other parties. There is increasing demand for crystals palm sugar, then the palm sugar farmers are required to improve its quality. In last five years, palm sugar farmers diversify their products by producing crystals palm sugar. This study aimed to analyze the value chain of palm sugar to strengthen the value chain, as well as improving the productivity and quality of Commodities Palm Sugar in Cilongok sub-district, Banyumas District, Central Java.

Value Chain Analysis is used as a method. The sample that used was quota sampling for 120 palm sugar farmers as respondents and snowballing method was applying for channel informan respondents, which is small collectors, big collectors, wholesalers, inter-regional wholesalers and retailers. The in-depth interview method is used for ask the key person from academia, business, government, and community (A-B-G-C).

The results showed that total margin in value chain of palm sugar at the level of farmers and small collectors is Rp. 700,00/kg. The margin between the small collectors and big collectors is Rp. 2.300,00/kg. The margin between the big collectors and wholesalers is Rp. 5.500,00/kg. For the margin between wholesalers and inter-regional wholesalers is Rp. 500,00/kg. And the margin between inter-regional traders with retailers is Rp. 400,00/kg.

Keywords: *Palm sugar, Value Chain Analysis, Cilongok District*