

## ABSTRACT

**Serman Tahala, Student ID. 614409016. Cocoa Commodity Development Strategy in the District of Boalemo.** The principal supervisor was Asda Rauf and Co-supervisor was Yanti Saleh.

The objective of this research was to find out the internal and external factor in the development of cocoa commodity in the District of Boalemo. To find out how was the internal and external factor in developing the cocoa plant in the District of Boalemo.

This research was conducted from June to August 2014. The method used in this research was survey method by collecting empirical data based on interview and observation. These data were divided into primary data and secondary data. The sample was chosen through purposive sampling method and the farmer sample was taken through solvin method with 54 farmers as samples in four Villages of two Sub-districts. The findings were then analyzed using the SWOT analysis and descriptive analysis.

The research result showed that: 1) internal factor: first, observing from its strength, it gained the full support from government which could be seen by the provision of quality seeds by the local government. However, observing from its weakness, the lack of willingness and understanding of the farmers became the obstacle in developing cocoa commodity. 2) External factor: cocoa commodity became the export commodity and high local competitor in developing cocoa commodity

**Keywords:** *Cocoa Commodity, Main Program, and Development Strategy in the District of Boalemo.*

