

TITLE PAGE

THE ROLE AND STRATEGIES OF NGO BP3L (*BADAN PENGLOLAAN PENGEMBANGAN DAN PEMASARAN LADA/ PEPPER MANAGEMENT DEVELOPMENT AND MARKETING AGENCY*) IN EMPOWERING BANGKA BELITUNG PEPPER FARMERS TOWARDS THE PEPPER EXPORT CHALLENGES IN THE PERIOD OF 2009-2015

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UNDERGRADUATE THESIS

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STATEMENT OF ORIGINALITY

I certified this undergraduate thesis entitled “The Role and Strategies of NGO BP3L (*Badan Pengelolaan Pengembangan dan Pemasaran Lada/* Pepper Management Development and Marketing Agency) in Empowering Bangka Belitung Pepper Farmers towards the Pepper Export Challenges in the period of 2009-2015” is my personal work and never been submitted for any degree or other proposes in Universitas Muhammadiyah Yogyakarta.

This undergraduate thesis contains information, facts, and data from publications by other authors which provide contributions inside this undergraduate thesis. It has been highly respected by attaching clear identification in every works cited and quoted inside this undergraduate thesis. With this I also certify that the contents of this undergraduate thesis are fully my responsibility.

I sincerely wrote this Statement of Originality and if in the future, the content of this statement proved to be wrong, as consequence I will take my responsibility through academic sanction based on the rule and regulations which implemented in Universitas Muhammadiyah Yogyakarta.

Yogyakarta, May 14th 2017
Author,

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QUOTATION

“Belajar ilmu apa pun itu boleh, selama itu bermanfaat bagi orang banyak” -Bapak-

“Prasetyo berarti berguna bagi bangsa dan negara” -Bapak-

“Prasetyo berarti Setia” -Pak Soekardjo-

“Jika engkau hendak membuat banyak orang tersenyum bahagia, maka jangan lupakan hatimu untuk tersenyum jua”

-Inspired from DR. Sidik Jatmika, M.Si.

“I see you grow from a boy to a man in a short time, it fills me with pride as much as sadness”

- Jack cited from Al Mu’alim to Altair Ibn Al-lahd-

“Aku hanyalah seekor pungguk kecil yang terseok di setapak jalan sembari belajar memeluk rembulan” -Zanuar-

“How close is the ending, well, nobody knows

The future's a mystery and anything goes

Love is confusing and life is hard

You fight to survive 'cause you made it this far

It's all too astounding to comprehend

It's just the beginning this isn't the end”

-Owl City ”this isn't the end”-

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I would like to give my gratitude to my advisor bapak Adde Marup Wirasenjaya, because of his patience, dedication and also guidance in making this undergraduate thesis, i could fulfill my duty as undergraduate student, finishing this undergraduate thesis as what being advised by him. Other gratitude is given to my thesis proposal examiner which is bapak Sugito and ibu Wahyuni Kartikasari, and my final undergraduate thesis examiner which is bapak Sidik Jatmika and bapak Takdir Ali Mukti, and also my language advisor which is ibu Sitta Zumala in dynamical thoughts and making this undergraduate thesis done step by step.

I realize that although this undergraduate thesis is done, I do believe that this undergraduate thesis is far from perfect and there are still rooms for improvements to be better for other in the future. Hopefully, this undergraduate thesis can be beneficial for knowledge sharing and also become one of learning sources for those who interested in the field of NGO or others field.

Yogyakarta, May 14th 2017

Zanuar Barep Prasetyo
20130510504

EXTENDED GRATITUDE

Assalamu'alaikum Warahmatullah Wabarakatuh

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ABSTRACT

Province of Bangka Belitung Archipelago in the past was known for its famous spice in the world. The spice is pepper which already cultivated since XIV century, well known for its taste and also quality which couldn't be met nowhere except only in Bangka Belitung region. In the XIV century, it could supply the world demand until 80% of needs in the world. The potential of this commodity is quiet significant for the pepper farmers, local, national and also the consumers in the world at that time.

Observing in the year before 2009 in Bangka Belitung, Indonesia, this commodity is having its declination due to the some problems engulfing within the constellation of this commodity starting from the lower course which is pepper farmers, plantation area, declining price, conversion of area to palm oil and tin mining sectors, rival state producing pepper such as Vietnam are making the potential of this commodity in Bangka Belitung and to fulfill the world demand is being questioned and need the management, development and marketing well in the lower and upper course such as the agency, and in doing so BP3L is exist in order to revitalize the commodity as well answering the pepper export challenges 2009 – 2015 with the product name of “Muntok White Pepper”.

This research is conducted in order to understand how the role and strategies of BP3L in empowering the Bangka Belitung pepper farmers towards the pepper export challenges in 2009 – 2015 as well as revitalizing the existence of Muntok White Pepper as the brand of Bangka Belitung pepper. The research is conducted by interviews, secondary data from report, journal, book and so on.

The findings of this undergraduate thesis which stated as the journal in this turn, is already proving the role and strategies of BP3L in many ways such as monitoring, integration into global trade and especially empowerment.

Keywords:

Role and Strategies, BP3L, Muntok White Pepper, Pepper Farmers, Revitalization, Networking, Empowerment, Integration and pepper export challenges 2009 – 2015

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