

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 quite 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