

ABSTRACT

Kejajar district is the only producer of Carica Fruit in Wonosobo Regency. The high potential of Carica Fruit Production in Kejajar District had not been registered along with the number of Carica Fruit processors, so that it causes an occurrence of value chain obstructed. The research aims to analyse the commodity value chain so therefore will increase the productivity of Carica Fruit commodity in Kejajar district, Wonosobo Regency, Central Java.

An analysis of value chain analysis is used as the method. The sample that used was Snowballing sampling for farmers respondents and channel informants. The Interview method used to asks the key person from academia, business, government, and community.

The result showed that in commodity value chain of Carica Fruit refers to margin for farmers to collectors were 2.000, meanwhile the margin from processors to sellers were 16.000. Therefore the significant number if increasing margin was caused by value added of Carica Fruit processing.

Key word: Carica Fruit, Value Chain Analysis, Kejajar District