

ABSTRACT

Kejajar Subidistrict is a region with largest potatoes production in Wonosobo with 43.5495 ton of production in 2015. With 14,3 – 26,5 Celcius, Kejajar has right temperature for the locals to grow potatoes. Potatoes gained its popularity around 1980 decades and reached the peak between the years 1985-1995, at the same years, farmer could earn 50 – 60 millions of Rupiah for only a hectare of Potato crop. Since then Potatoes claimed and still believed as the biggest contributors for local to have better income.

This research aimed to take a depiction of Social capital and the interaction of involved institutions among the potatoes farmer in Kejajar. This research took a case in of one Farmer Club called “Sprayer” as this Farmer Club is the only farmers who can export their products. This research conducted in qualitative with Case Study approach. Observations and interviews were conducted to gather the data with snowballing method and analyzed with Miles and Huberman Model.

The research resulted that Sprayer did networking which brought this Farmer Club to export their products. The element of social capital such as trust, networking and values are working well inside of the Club. With strong social capital, Sprayer also contributed to offer solutions toward environment damage caused by Potatoes Farming, with organic and hetero culture farming.

Key words: Social Capital, Institutions, Stakeholders, Farming