

ABSTRACT

This study's aims are: (1) to find out citizen's social economy at each sub-district in Southern Region of Deli Serdang Regency, (2) to analyse superior commodities in Southern Region of Deli Serdang Regency and their distribution at each sub-district, (3) to identify the number of agribusiness and settlement's facilities at each sub-district in Southern Region of Deli Serdang Regency, and (4) to analyse and determine the sub districts which became the center and agropolitan development area unit in Southern Region of Deli Serdang Regency. The study was conducted in seven sub-districts which belongs to Southern Region of Deli Serdang Regency. The data used in this study are society's demography, production of agricultural commodities in 2009-2013, and also the number of agribusiness and settlement's facilities. This study used description analysis, Location Quotient (LQ), Shift Share, and scalogram.

The result of LQ and Shift Share analysis showed that there were seventeen superior commodities in Southern Region such as corns, cassavas, red chilis, tomatoes, eggplants, cucumbers, melons, bananas, zalaccas, petais, pecan nuts, cloves, kulit manis, beef cattles, buffaloes, goats, and pigs. According to their distribution, corns, cassavas, red chilis, eggplants, bananas, zalaccas, pecan nuts, beef cattles, buffaloes, goats, and pigs were produced by all of sub-districts. However, tomatoes, cucumbers, melons, cloves, and kulit manis were produced only in several sub-districts. The result of scalogram analysis showed that Sibolangit Sub-District played a role as agropolitan's centre. It was based on the number and the kinds of its facility units. They are the highest. The other supporting factors were variation of its superior commodity, the number of inter-regency/municipality public transportation throughout Sibolangit Sub-District.

Keywords : Southern Region, Deli Serdang Regency, Superior Commodities, Agropolitan's Centre