

***Mapping of Priority Needs for Farmer Empowerment in the Cassava  
Commodity Value Chain in Kemuning Lor Village, Arjasa District,  
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**ABSTRACT**

*Food commodity is a type of commodity that is needed by many people. Jember is one of the districts where there are many food crop commodities. One of the most common food crop commodities is cassava (cassava). Cultivation of cassava for the community is an important agricultural activity because it can provide benefits for the perpetrators in each trade system activity. The purpose of this study was to examine the cassava trade institution from upstream to downstream using value chain analysis and the qualitative Hanlon method in order to find out the advantages and disadvantages of cultivation, so as to know the mapping of priority needs for empowerment of cassava farmers. This research uses descriptive quantitative using qualitative hanlon methods, value chain mapping analysis techniques, business costs, value added analysis. Local soybean value chain activities involve three main actors, namely farmers, middlemen and processors and there are ten supporting actors. The total cost incurred by perpetani is IDR 5,339,767 / season with revenues of IDR 12,416,667 / season and income of IDR 7,076,900. For middlemen, the total cost of middlemen is IDR 18,059,109 / season with total revenue of 22,125,000 / season and income of IDR 4,565,892. For the cassava chip processor, the total cost is IDR 12,500,000 / month with a revenue of IDR 65,000,000 / year with an income of IDR 38,756,000. Cultivation and processing are the most priority problems among other problems, due to the inability of farmers to cultivate and process cassava. The solution needs to be carried out routine outreach activities regarding the cultivation and processing of cassava so as to reduce the inability of farmers to cultivate cassava.*

*Key words: Value Chain, Cassava, Problem*