



THE stakeholder of this Industrial Analysis Report are students, lecturer, assistant teaching, classmates, farming practitioner, and everyone who has interesting in organic product. Whereas the input for this logic model are: time which available for us doing this research, we also utilize computer to help in designing, and writing the content, then we will use a set of journal, paper, magazine and any other sources from the internet related to agricultural.

The process of research will be collecting useful data from the internet, use the online tool to support collaboration among the team members, this also help us to publish our work to the others. We want to build the sharing society to enhance our

knowledge. Moreover we will do research according to the all the resources that has been collected. The output from this process is statically data both numerical and qualitative data about the characteristic of consumption of the organic product. In addition the technology involved in organic product will be our concerning.

Finally the outcomes itself is the understanding of why we should choose organic food, regarding how organic food gives a better influence for human's health, and environment sustainability. We also want to provide the readers with trusted evidence for the market growth of organic product, therefore organic is potential market to be explored. Last but not least we want to awake the awareness of the reader about the importance of organic food.

This research will use the framework which put in the logic model. Logic model is useful in many ways, actually logic model is a systematic design not only for visualizing the understanding of the research, but also representing the relation between any resource that we can find. The usage of logic model is to describe the planning work until the results is achieved to all stakeholders. Hence, we can translating the logic model into the action, by looking from the input until the outcomes. This logic model will describe research over the time from planning through results with a road map of related events.