



Strategy For Developing the Tuntung Pandang (Tundang) Banana Commodity in Bumi Jaya Village, Tanah Laut District

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Key words: Tundang Banana Commodity, Development Strategy, SWOT

<http://dx.doi.org/10.12692/ijb/23.6.95-105>

Article published on December 06, 2023

Abstract

Banana (*Musa paradisiaca*) is one of them plant horticulture that has contribution big to production fruits in Indonesia. Banana plants can grow fertile in the plains low nor plain tall as well as on climate wet nor climate dry. Study this aim for identify internal factors (strengths and weaknesses) and factors external (opportunities and threats) development Tundang banana commodity in village Bumi Jaya, Tanah Laut regency as well as develop a development strategy Tundang banana commodity in the village Bumi Jaya, Tanah Laut regency. Method used in study this is method SWOT analysis (Strengths, Weaknesses, Opportunities and Threats). The results of research that have been done researcher to SWOT analysis as a development strategy Tundang banana commodity in the village Bumi Jaya, Tanah Laut regency can conclude that results analysis using SWOT for development strategies Tundang banana commodity obtained IFAS value is 2.82 and EFAS value is 1.89 and the strategy is right in development strategy Tundang banana commodity in the village Bumi Jaya, Tanah Laut regency is an aggressive strategy.

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Introduction

One of the sub sectors sufficient agriculture potentials for developed is a sub sector plant horticulture. One type of commodity this is the easy one developed and produced mark economy tall is banana fruit (Mamondol, 2019). Banana (*Musa paradisiaca*) is one of them plant horticulture that has contribution big to production fruits in Indonesia. Bananas can be found where just every moment because no depends on the season, so no need waited a long time for can producing and consuming (Iswan, 2013).

One of the producing areas banana commodities in Indonesia are South Kalimantan province, especially in Tanah Laut regency.

Tanah Laut regency is a plain area current low and high this lots found Tuntung Pandang banana plant (Tundang) which is varieties local. Variety this has got certification from the Indonesian Ministry of Protection Center Variety Plants and Permits Agriculture, as local variety numbered 492/PVL/2017 dated January 18, 2018.

This banana developed in the expanse mountains Priangan covering an area of 12 hectares with amount there are 6000 clumps of banana trees and produce fruit as much as 3.36 tons (Rahmat, 2022).

According to Malik as Head Field Horticulture in Distanhorbun Tanah Laut regency that quality Tundang banana commodity from in terms of more taste sweet compared to with similar banana varieties, so opportunity for development commodity this the more increase and can become commodity best (Rahmat, 2022).

Support matter said, Mujiono as Chairman Group Farmer Forest Earth Priangan Village Bumi Jaya, Tanah Laut regency say that required more policies carry on from government region, as well as province in cultivation and provisions price, as well do cooperation with college high in Tanah Laut regency to use do development commodity this become product other derivatives and their physicochemical

tests. Through SWOT analysis will do specification as well as identification internal and external factors support nor hinder achievement.

The results of the SWOT analysis will be used for formulating an appropriate development strategy, which will help maximizing market potential, increase power compete, and overcome existing obstacles.

A number of study previous matching with study this in research Dumatubun *et al.*, (2020) which shows that lots alternative strategy or necessary repairs built for supports commerce commodity export seed nutmeg. On research Mamondol (2019) efforts development commodity mangosteen in the village Olumokunde influenced by internal factors in the form of strengths and weaknesses as well as factors external form opportunities and threats.

On research Purnama & Ilmi (2019) that internal (strengths and weaknesses) and external (opportunities and threats) factors based on results weighting and giving a rating to obtain a development strategy fruit dragon (*Hylocereuspolyrhizus*) in the Village TottongSubdistrictDonri-donri Regency Soppeng is a *Strengths Opportunities* strategy.

Based on description before, then study this done for identify internal and external factors as well as give internal strategy design development Tuntung Pandang (Tundang) banana commodity in the village Bumi Jaya, Tanah Laut regency with use approach SWOT analysis.

Materials and methods

Tools used in study this namely laptops, handphones, sheets questionnaires, and tools write. Materials used that is in the form of data obtained from results interviews and studies literature form journal study previous. Design research this is as following:

Determination respondent

Determination respondents done in a way deliberately (*purposively*) according to Suharyadi and Purwanto, 2009 in Putuarta (2013) withdrawal

sample purposively is withdrawal sample with consideration certain. Respondents in research this as many as 5 people consist of the plant service food horticulture and plantation, chairman of KTH BumiPriangan, member of KTH BumiPriangan, head village Bumi Jaya and traders local.

Deployment questionnaire

Data collection with use series question to specified respondents plant department food horticulture and plantation, Chairman of KTH BumiPriangan, Member of KTH BumiPriangan, head village Bumi Jaya and traders local.

SWOT analysis

How to determine internal factors according to Rangkuti (2015), can see as following:

- a) In column one arranged strengths and weaknesses.
- b) In column two given weight to each factor, start from 1.0 (most important) to with 0.0 (no important), amount weight for all factor strengths and weaknesses the same with 1.0.
- c) Weight value obtained of the average of each question shared with the average total of questions given by respondents.
- d) In column three given starting rating scale from 4 (*outstanding*) to with 1 (*poor*), based on influence factor the condition development development Tundang banana commodity in the village Bumi Jaya, Tanah Laut regency. Giving rating value for strength nature positive (value 4= Very large, 3= large, 2= medium, and 1= small), while giving rating value for weakness is negative (4= small, 3= medium, 2= large, and 1= very large).
- e) Each rating quantity is average from assessment given by respondents.
- f) In column four filled mark results multiplication weight and rating of the same factor. The value of the product is scoring weighting from factor that.
- g) Adding up score column weighting four.

How to determine external strategic factors according to Rangkuti (2015), can see as following:

- a) In column one arranged opportunities and

threats

- b) Next in the column two given weight to each factor opportunities and threats, start from 1.0 (very important), to 0.0 (not important). Amount weight for all factor opportunities and threats the same with 1.0.
- c) In column three given starting rating scale from 4 to with 1, based on influence factor the condition development development red dragon fruit in the District East Wasile, East Halmahera Regency. Giving rating value for opportunity nature positive (value 4= very large, 3= large, 2= medium, and 1= small), while giving rating value for threat nature negative (value 4= small, 3= medium, 2= large, and 1= very large).
- d) In column four filled mark results multiplication weight and rating of the same factor. The value of the product is scoring weighting from factor that.
- e) In column five it is given comment or notes Why factors certain chosen and how score the weighting calculated.
- f) Adding up score column weighting four. that value showing How system react to external strategic factors.

Calculation total score in IFAS and EFAS matrices:

- a) Multiply weight with score for every internal factor in IFAS matrix and scores for every factor external in EFAS matrix.
- b) Count total score for every factor with add up results multiplication that.

Making IFAS-EFAS Matrix

SWOT Matrix can describe in a way clear how opportunities and threats external facing farming can customized with strengths and weaknesses

Results and discussion

Identification SWOT Analysis of Internal and External Factors

Internal FACTORS

From observations and results analysis to responders on site study namely in the village Bumi Jaya Tanah Laut regency, then factors that can be identified as strengths and weaknesses possessed by the respondent is as following:

Strength

Availability land for cultivation Tundang banana commodity

Based on data from the chairman of KTH BumiPriangan, Tanah Laut regency there is about 15 hectares land garden forest protection that has been planted with Tundang bananas. Whereas still landform still real forest Not yet planted other commodities are available for expansion and improvement targets Tundang banana production in the village Bumi Jaya is covering an area of 100 ha.

The quality of Tundang bananas is good

Quality is one part important and very necessary get serious attention for company for still endure and become choice consumer. Quality products offered is one of them. The quality of Tundang bananas cultivated in the village Bumi Jaya, Tanah Laut regency own good quality with more taste sweet

compared to with similar bananas.

There is group active farmers and extension workers

It has been formed KTH BumiPriangan. Group farmer special Tundang banana farmer members as many as 30 people. In 2018 group farmer the get variety registration certificate plant from the Indonesian Ministry of Protection Center Variety Plants and Permits Agriculture, as varieties local number 492/PVL/2017 dated January 18, 2018.

Has aged human resources young and have experience and knowledge wide in Tundang banana cultivation

HR factors are very determining Tundang banana productivity. Age level effect on energy work, age young reflect strong physique so that capable work fast so that the output produced also increases, and vice versa (Utami, 2015).

Table 1. Internal Factor Strategy Analysis (IFAS).

Internal Factors	Weight	Rating	Score (Weight x Rating)
Strength:			
Strength 1			
Strength 2			
Strength 3			
Weakness:			
Weakness 1			
Weakness 2			
Weakness 3			
Total	1,00		Xn

This level of knowledge is required for form source power man quality because with education can create pattern think so that capable for compete in the world of work. The more tall knowledge so his insight is

increasing wide, yes think more directional, so in the end productivity also tends to increase the more tall (Suyono & Hermawan, 2013).

Table 2. Factor Strategy Analysis External (EFAS)

External Factors	Weight	Rating	Score (Weight x Rating)
Opportunity:			
Opportunity 1			
Opportunity 2			
Opportunity 3			
Threat:			
Threat 1			
Threat 2			
Threat 3			
Total	1,00		Xn

Get support from government

Government does programs like market interventions such as set minimum price for results production agriculture domestic for ensure stability price sell commodity agriculture guarantee market availability for accommodate production agriculture domestic.

Factor custom customs work together and working together with the community village

Factor custom customs until moment this still exist as bond in life social resident village Bumi Jaya. Work together and working together stated in form giving

power work in a way volunteer for do jobs certain like planting and harvesting.

Weaknesses

Product no durable

Banana Tundang own easy nature damaged or not can saved too long in so fresh annoying farmer quick sell the product with price cheap before product the damaged or will experience loss because no someone bought it fruit broken. This is also what causes it banana Tundang position become weak in eye chain of commerce.

Table 3. IFAS-EFAS Matrix.

IFAS	Strength (S)	Weakness (W)
EFAS	Determine 5 - 10 strength factors	Determine 5 - 10 weakness factors
Opportunity (O)	S-O Strategy	W-O Strategy
Determine 5 - 10 opportunity factors	Create strategies that use strengths to take advantage of opportunities	Create strategies that minimize weaknesses and exploit opportunities
Threat (T)	S-T Strategy	W-T Strategy
TreDetermine 5 - 10 threat factors	Create strategies that use strengths to overcome threats	Create strategies that minimize weaknesses and avoid threats

Infrastructure agriculture no adequate

That's enough infrastructure agriculture can expedite mobility tool machines and facilities production going to land agriculture, as well expedite results production agriculture going to place storage/processing/market.

However, on the other side of things this no adequate so that should be it push development sector agriculture but on the other hand instead cause the more its erosion activity agriculture in the area This (Suminar, 2018).

Limited capital for farmers in development of Tundang banana

Limited capital for farmers joins in lower interest farmer to development of Tundang bananas. KTH Bumi Jaya is scale small so that still lots requires capital to fulfill its relative needs more expensive (Septiadi & Mundiayah, 2020).

Difficulty farmers obtain seeds superior

Limited capital for farmers joins in lower interest farmer to development of Tundang bananas. KTH Bumi Jaya is scale small so that still lots requires

capital= -09876 to fulfill its relative needs more expensive (Septiadi & Mundiayah, 2020).

The low mastery access information marketing and technology post harvested by farmers

Factor this become weakness because lack of learning related technology, meanwhile access information and technology post-harvest works reduce uncertainty, solve problems, and competition with perpetrator agribusiness more, easier get information and skills like innovation technology cultivation, opportunities diversification product agriculture and market information.

Understanding limited society about policy government

There is lack of understanding even become misunderstanding because lack of counseling policy make farmer often harmed and caused exists distance between society and government which government role in sustainability agriculture.

External factors

External factors becoming opportunities and threats in development Tundang banana commodity in

location research, as following:

Opportunities

Market demand increases

Market demand increases because availability center marketing results agriculture, fine results agriculture cultivation nor results processed with various type food.

Opportunity giving mark plus product

Like bananas in general, Tundang bananas can processed as products worth plus good as product food dry or wet. Plus, with it feels like more nicer make product made has a quality taste.

There is interest trader against Tundang bananas from village Bumi Jaya

As has been mentioned previously, Tundang banana own lots of superiority compared to with another banana so that no amazed exists ask for trader against this banana, added people who like bananas with a sweet taste.

Location strategic mountains Priangan village Bumi Jaya for cultivation Tundang banana commodity

By geographical is at a height currently with cool climate so that become area potency development of

Tundang bananas. Condition the land still fertile with various content organic which is needed by the Tundang banana commodity which is developing in Tanah Laut district.

Village Bumi Jaya is enough strategic for Tundang banana cultivation

Village own plain low and and tall so that no close possibility lots of banana plants found in this region.

Opportunity utilization waste Tundang banana peel as product food and non-food

Tundang banana peel can processed as cake donuts, jam, ice cream, banana nuggets, pudding, and chips banana peel because of the sweet taste it gets down to the skin.

Then Tundang banana peel can made fertilizer good organic because helpful sugar content bacteria elaborate elements in land (Putri *et al.*, 2022).

The relative price of Tundang bananas stable

Tundang bananas can become stable with several of that thing must fulfilled already start walk that is there is in other factors such as productivity tall as offers and availability activity good marketing as his request.

Table 4. Matrix analysis internal development factors Tundang banana commodity in the village Bumi Jaya, Tanah Laut regency.

Internal Factors	Weight	Ratings	Score
Strengths:	0.11	4	0.39
Availability land for cultivation Tundang banana commodity			
The quality of Tundang bananas is good	0.09	3	0.27
There is group active farmers and extension workers	0.10	3	0.35
Has aged human resources young and have experience and knowledge wide in Tundang banana cultivation	0.07	2	0.14
Get support from government	0.09	3	0.27
Factor custom customs work together and working together with the community village	0.09	3	0.27
Amount	0.54		1.69
Weaknesses:	0.09	3	0.24
Product no durable			
Infrastructure agriculture no adequate	0.07	3	0.19
Limited capital for farmers in development of Tundang bananas	0.08	3	0.12
Difficulty farmers obtain seeds superior	0.07	2	0.15
The low mastery access information marketing and technology post harvested by farmers	0.08	3	0.21
Understanding limited society about policy government	0.06	2	0.22
Amount	0.44		1.13
Total Internal Factors	1.00		2.82

Threat

Influence climate and weather are not uncertain
Change weather or the climate is not determined who made it farmer difficulty in face it especially when currently season resulting drought Banana plants do not bear fruit in a way maximum. Humidity soil and variety very volatile climate in a way whole can threaten success Tundang banana production (Hidayati, *et al.*, 2019).

Attack pest

Attack pests and diseases cause Banana production becomes no maximum, esp attack distant fusarium disease this still difficult handled because its spread is very fast. Ignorance of cultivators plant bananas and more at least disease diagnosis is carried out banana plants, causing down banana quality and can become threat down quantity banana production (Riana & Primasari, 2020).

Table 5. Matrix factor strategy analysis external development Tundang banana commodity in Bumi Jaya village, Tanah Laut regency.

Factor External	Weight	Ratings	Score
Opportunities:	0.09	3	0.28
Market demand increases			
Opportunity giving mark plus product	0.10	3	0.32
There is interest trader against Tundang bananas from village Bumi Jaya	0.09	3	0.28
Location strategic mountains Priangan village Bumi Jaya for cultivation Tundang banana commodity	0.06	2	0.12
Opportunity utilization waste Tundang banana peel as product food and non-food	0.08	3	0.21
The relative price of Tundang bananas stable	0.08	3	0.21
Amount	0.51		1.69
Threats:	0.09	3	0.5
Influence climate and weather are not uncertain			
Attack pest	0.08	3	0.08
Weak position bid farmer	0.09	3	0.08
There is election rational work as laborer farmer	0.07	2	0.08
Not yet organized institutional marketing	0.09	3	0.08
Competition level use land for other plants	0.07	2	0.11
Amount	0.49		1.13
Total Internal Factors	1.00		1.89

Weak position bid farmer

Farmer often no empower for maintain desired price influenced by characteristics product no can last a long time.

Competition level use land for other plants

Condition geographic regions of the Bumi Jaya is very good for done cultivation besides plant this and the least land with adequate infrastructure.

There is election rational work as laborer farmer

According to public local has rational for obtain wages in a way easy and long term short in fulfillment need family.

*SWOT Analysis as a Development Strategy Tundang Banana Commodity in the Village Bumi Jaya, Tanah Laut Regency**Analysis IFAS Matrix (Internal Strategic Factors Analysis Summary)*

Based on internal factors before, then summarized to in IFAS matrix, more he explained can see in Table 4. below.

Not yet organized institutional marketing

Function institutional marketing is very substantial for easy banana products broken, with institutional exists market certainty, and relative profitability stable as well as in promote production farming in more reach broad and varied (Suddin, 2016).

Based on results the calculations made in table 4.2 above are obtained IFAS total score for development

Tundang banana commodity as large as it consists of score strength of 1.69 with score strength highest 0.39 ie availability land for Tundang and skor banana cultivation weakness 1.13 with score factor weakness lowest 0.12 ie limited farmer capital in Tundang

banana development. So that still occupy position strategic enough strong for Keep going developed because factor strength more dominant than factor weakness.

Table 6. Development IFAS-EFAS Matrix Tundang banana commodity in Bumi Jaya village, Tanah Laut regency.

	IFAS	Strength (S)	Weakness (W)
EFAS		<ol style="list-style-type: none"> 1. Availability land for cultivation Tundang banana commodity 2. The quality of Tundang bananas is good. 3. There is group active farmers and extension workers. 4. Has aged human resources young and have experience and knowledge wide in Tundang banana cultivation. 5. Get support from government. 6. Factor custom customs work together and working together with the community village 	<ol style="list-style-type: none"> 1. Product no durable 2. Infrastructure agriculture no adequate 3. Limited capital for farmers in development of Tundang banana 4. Difficulty farmers obtain seeds superior. 5. The low mastery access information marketing and technology post harvested by farmers. 6. Understanding limited society about policy government
	<i>OPPORTUNITY (O)</i>	<i>S-O Strategy</i>	<i>W-O Strategy</i>
	<ol style="list-style-type: none"> 1. Market demand increases 2. Opportunity giving mark plus product. 3. There is interest trader against Tundang bananas from village Bumi Jaya 4. Location strategic mountains Priangan village Bumi Jaya for cultivation Tundang banana commodity 5. Opportunity utilization Tundang banana waste as product food or non-food. 6. The relative price of Tundang bananas stable 	<ol style="list-style-type: none"> 1. Enhancement Tundang banana production through activity extensification 2. Development industry House ladder processing Tundang banana fruit become product valuable plus. 3. Provision road in the main area development Tundang banana plant for makes it easier transportation. 4. Implementation study utilization Tundang banana waste as processed food, fertilizer organic and socializing results study through institution college tall 	<ol style="list-style-type: none"> 1. Mentoring and empowerment group farming by PPL 2. Infrastructure development agriculture form road agriculture nor building irrigation water provider. 3. Implementation training technology post-harvest Tundang banana fruit for farmer 4. Provision seeds superiority and captivity seeds 5. Provision means production fertilizer organic for Tundang banana farmer.
	<i>TREATH (T)</i>	<i>S-T Strategy</i>	<i>W-T Strategy</i>
	<ol style="list-style-type: none"> 1. Influence climate and weather are not uncertain. 2. Attack pest. 3. Weak position bid farmer 4. There is election rational work as laborer farmer. 5. Not yet organized institutional marketing 6. Competition level use land for other plants 	<ol style="list-style-type: none"> 1. Preparation of use management land forest potential and possible protection for development Tundang banana plant. 2. Build system marketing and channels distribution Tundang banana fruit. 	<ol style="list-style-type: none"> 1. Optimization enhancement productivity farmer with enhancement HR skills about cultivation or business tani, post harvesting, processing, and marketing results Tundang banana commodity 2. Interweave cooperation with other parties (partnership) with company agribusiness especially in capital, marketing, and technology

Analysis EFAS Matrix (External Strategic Factors Analysis Summary)

After identify factor external form opportunities and threats related with farming plant fruit dragon red summarized and amplified to in EFAS (External

Strategic Factors Analysis Summary) matrix in Table 5.

Based on results the calculations made in table 4.2 above are obtained total EFAS value for development

Tundang banana commodity amounting to 1.89 consisting of from score opportunity of 1.41 with score opportunity highest 0.32 ie opportunity giving mark plus products and scores threat 0.48 with score factor

threat lowest 0.5 ie influence climate and weather are not good. So that still occupy position strategic enough strong for Keep going developed because score opportunity more dominant than score threat.

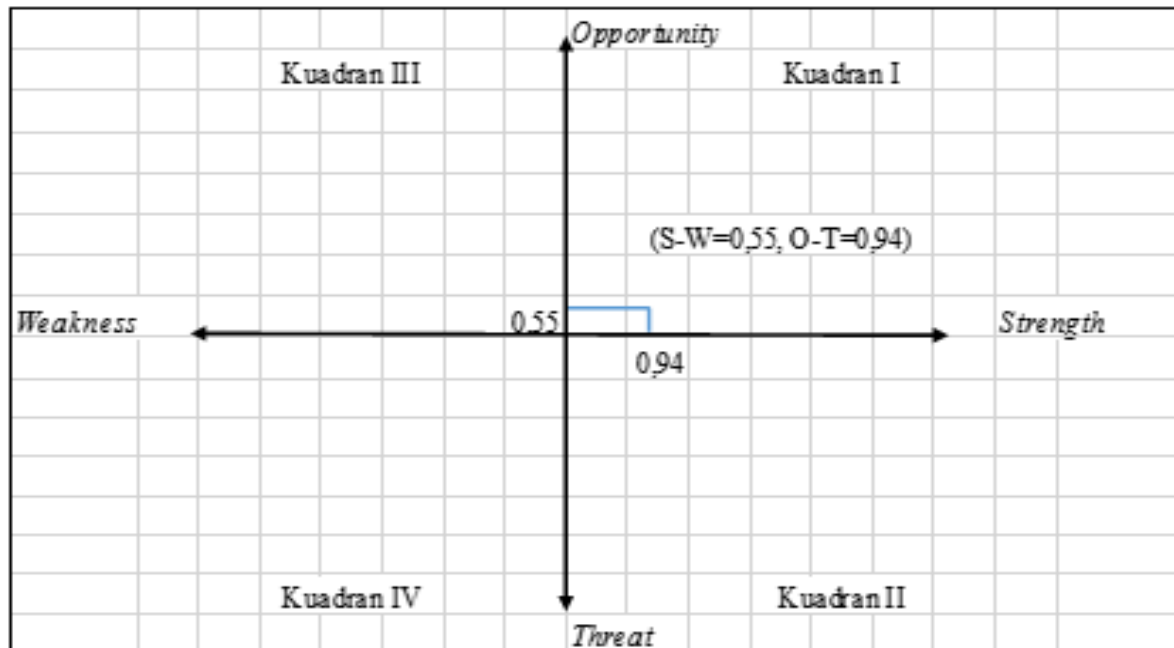


Fig. 1. Quadrant diagram SWOT analysis.

Matrix (Strength, Weakness, Opportunity, and Threat)

SWOT Matrix is tool help to use for compile factors as alternative strategic that can be describe in a way clear how internal strengths and weaknesses faced so that can be customized with the opportunities and threats it has in development Tundang banana commodity in the village Bumi Jaya, Tanah Laut regency. Alternative development strategies Tundang banana commodities, can be seen in Table 6.

Determination Position Quadrant SWOT Analysis

Based on the total score above, then determination position development Tundang banana commodity in the village Bumi Jaya, Tanah Laut regency contained in Figure 1 is as following:

The results of data analysis obtained 0.55; 0.94 which is the point coordinate This is in quadrant 1, namely aggressive strategy. This strategy is very favorable situation. Development Tundang banana commodity in the village Bumi Jaya, Tanah Laut regency own

opportunities and strengths unified and supportive, ie with method use all factor strength for utilise existing opportunities. Strategy that uses factor Internal strength and harnessing opportunity external is as following:

Enhancement Tundang banana production through activity extensification

Expansion land this appropriate for done as strategy development of Tundang bananas because there is a suitability factor land with Banana plants The government also participated role to success expansion land agriculture. In line with a number of research, on assessment Maharani *et al.*, (2016), stated that since banana mas Kirana was established as plant horticulture superior East Java, extensification land for bananas, Mas Kirana continues pursued by the government area . On research (Susilowati, 2016), commodities corn recommended carry out an extensification strategy land corn on the islands of Sumatra, Kalimantan and Sulawesi for problem availability land for agriculture

Development industry House ladder processing Tundang banana fruit become product worth plus

Development Industry for processing product worth plus from Tundang bananas become one of the strategies because There are internal factors that include Tundang bananas can processed become products new interesting and encouraging appearance industry new to the sector agriculture , creating structure good economy, thing this in line with research Simin (2014), who said that Sector industry have very close relationship with sector agriculture, so both of them no can separated each other.

Provision road in the main area development Tundang banana plant for makes it easier transportation

This strategy done due to infrastructure factors not yet sufficient to hinder it development Tundang banana commodity that yourself. In line with study Ramadani (2023), fulfillment need there will be bananas inside Lampung province is very sufficient and of good quality good however no exists provision road cause farmers in the village Ruguk located near with port Bakauheni must sell results harvest his to trader collector with far price cheaper.

Implementation study utilization Tundang banana waste as processed food, fertilizer organic and socializing results study through Institution College high

Study through educational institutions tall, related processing waste Banana peels are great for held as development Tundang banana commodity, apart from add Work the same can add outlook in utilization waste banana peel. This thing in line with study (Putri *et al.*, 2022) , that Banana peel is material containing organic elements that can utilized as fertilizer organic.

Conclusion

Right strategy in development strategy Tundang banana commodity in the village Bumi Jaya, Tanah Laut regency is an aggressive strategy because own opportunities and strengths unified and supportive

with the IFAS value is 2.82 and the EFAS value is 1.89. Possible strategy applied is enhancement Tundang banana production through activity extensification, development industry house ladder processing Tundang banana fruit become product worth add, provision road in the main area development plant Tundang banana for makes it easier transportation, and implementation study utilization Tundang banana waste as processed food, fertilizer organic and socializing results study through institution college high.

Acknowledgments

Researcher say accept love to all over participating parties help all processes during implementation study this until finished.

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