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SUPPLY CHAIN ANALYSIS OF STRAWBERRY PLANTS: A CASE STUDY OF SWEETBERRY AGROTOURISM, CIPANAS, CIANJUR REGENCY

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ABSTRACT

The development of horticultural agribusiness integrated with agrotourism has become an alternative strategy to increase product value added and strengthen rural economies. This study examines the supply chain management of strawberry agribusiness at Sweetberry Agrotourism, Cianjur Regency, which integrates horticultural production with tourism activities. Strawberries are high-value, highly perishable commodities; therefore, efficient, integrated supply chain management is essential to maintain product quality and business sustainability. This study aims to analyze the structure of the strawberry supply chain, identify constraints in product and information flows, and formulate appropriate supply chain management strategies. A qualitative case study approach was employed using primary data collected through in-depth interviews and direct observation involving key informants, namely the General Manager and Farm Manager. The results show that Sweetberry Agrotourism operates a relatively short, integrated supply chain through direct sales to consumers via a pick-your-own tourism concept, which helps maintain freshness, reduce distribution costs, and strengthen producer–consumer interaction. However, supply chain management still faces constraints in post-harvest handling, limited storage facilities, short product shelf life, and fluctuating visitor demand. The study concludes that strengthening post-harvest management, diversifying products, and promoting digital marketing are key strategies to improve the efficiency and sustainability of the strawberry supply chain in agrotourism-based agribusiness.

Keywords: *Strawberry, Supply chain management, Agrotourism, Post-harvest handling, Value added*

ABSTRAK

Pengembangan agribisnis hortikultura yang terintegrasi dengan agrowisata menjadi salah satu strategi alternatif untuk meningkatkan nilai tambah produk dan memperkuat perekonomian perdesaan. Penelitian ini mengkaji manajemen rantai pasok agribisnis stroberi di Sweetberry Agrowisata, Kabupaten Cianjur, yang mengintegrasikan produksi hortikultura dengan kegiatan pariwisata. Stroberi merupakan komoditas bernilai tinggi dan mudah rusak, sehingga manajemen rantai pasok yang efisien dan terintegrasi sangat penting untuk menjaga kualitas produk dan keberlanjutan usaha. Penelitian ini bertujuan untuk menganalisis struktur rantai pasok stroberi, mengidentifikasi kendala dalam aliran produk dan informasi, serta merumuskan strategi manajemen rantai pasok yang tepat. Pendekatan studi kasus kualitatif digunakan dengan data primer yang dikumpulkan melalui wawancara mendalam dan observasi langsung yang melibatkan informan kunci, yaitu General Manager dan Farm Manager. Hasil penelitian menunjukkan bahwa Sweetberry Agrowisata menerapkan rantai pasok yang relatif pendek dan terintegrasi melalui penjualan langsung kepada konsumen dengan konsep wisata petik sendiri, yang membantu menjaga kesegaran produk, menekan biaya distribusi, dan memperkuat interaksi antara produsen dan konsumen. Namun demikian, manajemen rantai pasok masih menghadapi kendala dalam penanganan pascapanen, keterbatasan fasilitas penyimpanan, umur simpan produk yang singkat, serta fluktuasi jumlah pengunjung. Penelitian ini menyimpulkan bahwa penguatan manajemen pascapanen, diversifikasi produk, dan promosi digital merupakan

strategi utama untuk meningkatkan efisiensi dan keberlanjutan rantai pasok stroberi dalam agribisnis berbasis agrowisata.

Keywords: Strawberry, Manajemen rantai pasok, Agrowisata, Penanganan pascapanen, Nilai tambah

INTRODUCTION

Indonesia is known as a tropical agricultural country with abundant natural resources and diverse agricultural products, including food crops, plantations, horticulture, and livestock (Bria *et al*., 2020; Pambudi *et al*., 2018). The agricultural and horticultural sectors have a strategic role in national economic development through their contribution to Gross Domestic Product (GDP), employment, and strengthening the national and regional economic structure (Rahmawaty *et al*., 2023). In addition to supporting the community's economy and food security, this sector also has the potential to be developed in an integrated manner with the tourism sector, particularly through the development of agrotourism, which has not been optimally managed to date (Zendato *et al*., 2025). Development is supported by government policy through the Constitution No. 13 of 2010 concerning horticulture, as well as Regulation No. 110 of 2015 concerning tourism business agro-horticulture, which provide the legal basis for the development of tour-based agro-horticulture.

Strawberries are one of the leading horticultural commodities cultivated in highland areas and increasingly integrated with agrotourism activities to enhance local economic development (Halim et al., 2024). The development of strawberry-based agrotourism has also been shown to contribute significantly to regional income growth and rural economic diversification (Muhtar et al., 2024). As a high-value horticultural commodity, strawberries have strong and relatively stable market demand and are recognized for their economic and nutritional importance (Giampieri et al., 2014). The expansion of strawberry commercialization consequently involves multiple stakeholders across production, distribution, and marketing channels. However, the involvement of multiple stakeholders and complex distribution networks may lead to inefficiencies and reduced

profitability if not properly managed (Dewi et al., 2024). Therefore, the implementation of integrated Supply Chain Management (SCM) strategies becomes essential to enhance competitiveness and sustainability in the strawberry agribusiness.

Supply Chain Management is an integrated management approach that coordinates various activities and stakeholders in the logistics process, from raw material suppliers to the final product reaching consumers. This approach involves the flow of goods from upstream to downstream sources, the flow of finances from downstream to upstream, and the flow of information and communication between parties involved in the chain, with the primary goal of improving the efficiency, productivity, and effectiveness of the entire system (Fiqhi *et al*., 2021).

Tri Waluyo (2023) states that Supply Chain Management (SCM) in agribusiness is an integrated system involving farmers, producers, distributors, and end consumers. Due to the perishable nature and limited shelf life of fresh agricultural products, effective SCM is essential to maintain quality and competitiveness. The urgency of SCM implementation continues to increase amid intensifying market competition, the expansion of retail and e-commerce, and shifting consumer behavior, as competitive advantage is determined by the performance of the entire supply chain rather than a single business entity. Fresh commodities require coordinated handling to reduce spoilage and post-harvest losses (Ran and Chen, 2023). while the complexity of fruit and vegetable distribution demands collaboration and specialized processes among supply chain actors (Bolívar et al., 2025; Kirci and Isaksson, 2022). Effective SCM enhances operational efficiency and competitiveness (Siagian et al., 2024). Furthermore, SCM reduces logistics costs and post-harvest losses through integrated coordination (Tong, 2023).

Agrotourism is a tourism concept that combines agricultural and recreational activities to provide tourists with educational and recreational experiences. It is also seen as a sustainable tourism alternative that can provide economic and social benefits for local communities (Suwarsito *et al.,* 2022). By integrating agriculture and tourism, agrotourism diversifies

agribusiness by processing agricultural products, services, and experiences, thereby increasing product value and farmers' incomes and supporting sustainable rural economic development (Sriyadi *et al*., 2021). In this context, agrotourism serves as an integrated agribusiness model that integrates production, processing, marketing, and the provision of tourism experiences directly to consumers, in order to increase added value and shorten the distribution chain.

Sweetberry Agrotourism Cianjur become example of strawberry-based agribusiness tours that offer an experience pick fruit direct so that shorten chain of distribution, increase mark add, and strengthening the connection between manufacturers and consumers, in line with findings Sheyoputri *et al* (2025) However, because strawberries are perishable and have high value, efficient and integrated supply chain management is required, considering that the characteristics of the agrotourism supply chain are different from conventional agribusiness (Rizal *et al*., 2022) .

Research on horticultural agribusiness supply chain management in Indonesia is still dominated by studies on conventional marketing, distribution efficiency, and value chain structures, with consumers being passive and paying minimal attention to their experiences and direct involvement (Renaldi *et al*., 2025). The main challenges studied are generally limited to coordination between actors, efficiency of goods flow, and information exchange, without discussing changes in supply chain dynamics in the context of agrotourism involving producer-consumer interactions (Tanjung *et al*., 2025). Strawberry agrotourism studies emphasize visitor satisfaction and preferences without linking them to supply chain mechanisms (Fatharani *et al*., 2025 ; Purba *and Purba,* 2025). Meanwhile, the study of agribusiness and tourism integration is still conceptual and has not reviewed the configuration of the local-scale horticultural supply chain, thus leaving a gap in empirical research on strawberry agrotourism in West Java (Utama *et al*., 2022).

The novelty of this research lies in the integrative approach of the horticultural supply chain based on tourism experience that links the flow of products, value, and information

through producer-tourist interactions, and shows that visitor preferences and satisfaction are influenced by the effectiveness of post-harvest management and product availability, in line with the role of agrotourism in strengthening the rural economy (Ling *et al*., 2025). Therefore, this study aims to analyze the structure of the strawberry supply chain at the Cianjur Sweetberry Agrotourism, identify obstacles to the flow of products and information, and formulate efficient and sustainable supply chain management strategies.

RESEARCH METHODS

Research Design and Location

This study employed a qualitative research approach using a case study method. The qualitative case study design was selected to enable an in-depth exploration of supply chain management practices within a specific agribusiness context. The research was conducted at Sweetberry Agrotourism, located in the Villa Puncak Resort Cibadak area, Cianjur Regency, West Java. The site was purposely selected because it represents a strawberry-based agribusiness integrated with agrotourism activities and product diversification, making it relevant to the objectives of this study.

Informants and Sampling Technique

Informants were selected using purposive sampling based on their strategic roles and direct involvement in the strawberry supply chain management system. Two key informants were involved in this study:

1. The General Manager
2. The Farm Manager

These informants were chosen for their comprehensive understanding of production processes, post-harvest handling, distribution systems, and managerial decision-making in supply chain management.

Data Collection Techniques

Primary data were collected through:

1. In-depth Interviews
   Semi-structured interviews were conducted to explore detailed information regarding supply chain structure, actor roles, product flow, information flow, financial flow, post-harvest handling, and distribution mechanisms. The semi-structured format allowed flexibility in probing emerging themes during interviews.
2. Direct Observation
   Field observations were conducted to examine cultivation practices, harvesting processes, post-harvest handling, storage facilities, and direct sales activities within the

agrotourism area. Observation supported data validation obtained from interviews.

3. Documentation Review
   Supporting documents related to production volume, operational activities, and product diversification were reviewed to complement interview and observation data.

The main research instrument was a semi-structured interview guide designed to align with the research objectives and Supply Chain Management indicators.

Data Analysis Techniques

Data analysis was conducted through several stages:

1. Data Collection
   Data from interviews, observations, and documentation were systematically recorded and compiled.
2. Data Reduction
   Collected data were organized, selected, and focused on relevant information related to supply chain configuration, constraints, and strategic management practices.
3. Data Presentation
   Data were presented in a descriptive narrative to explain the supply chain structure, actor interactions, product and information flows, and operational constraints. In addition, a SWOT analysis matrix was used to identify internal strengths and weaknesses, as well as external opportunities and threats influencing supply chain performance.
4. Conclusion, Describing and Verification
   Conclusions were drawn from recurring patterns and themes identified in the analyzed data and were continuously verified throughout the research process to ensure consistency.

This was held at Sweetberry Agrotourism located in the Villa Puncak Resort Cibadak area, Cianjur Regency, West Java, which was chosen purposively because it applied diversification product based strawberry commodities. Research using the primary data obtained through interview in-depth and observation directly to selected informants purposely, namely the General Manager and Farm Manager of Sweetberry Agrotourism Cianjur. Instrumental study in the form of guided semi-structured interviews and

questionnaire observations used for digging information related to the supply chain structure, role of actors, stream products and information, as well as obstacles in the management chain of strawberry supply.

Data Analysis Techniques

Data validity was tested using triangulation techniques to produce accurate and credible findings. This research used a qualitative approach with a case study method to analyze Supply Chain Management at Sweetberry Agrowisata Cianjur. The data analysis stages include:

1. Data Collection: Data were obtained through in-depth interviews with two key informants, namely the Farm Manager and General Manager, who were purposely selected based on their strategic roles and understanding of the supply chain. The interviews focused on aspects of production, post-harvest, distribution, and coordination of the strawberry supply chain.
2. Data Reduction: Data is reduced through a process of selecting and focusing information that is relevant to the research objectives, so that structured and meaningful data is obtained.
3. Data Presentation: Data is presented in the form of descriptive narratives and Strengths, Weaknesses, Opportunities, Threats (SWOT) matrices to describe distribution flows, interactions between activities, and identify internal and external factors that influence supply chain management.
4. Thematic Analysis: Identifying key patterns and themes from interview and observation results to examine characteristics, problems, and potential improvements in the strawberry supply chain management.

The analysis was conducted through coding, categorizing data, and identifying major themes based on shared meanings. To ensure systematic data recording, the frequency of each identified theme was calculated using the following formula:

$$\boldsymbol{f_i = \sum x_i}$$

Where fi represents the frequency of theme *i*, and xi represents the number of coded statements related to that theme.

Furthermore, to determine the dominance level of each theme within the overall dataset, the percentage of occurrence was calculated as**:**

$$\boldsymbol{P_i = \frac{f_i}{N} \times 100\%}$$

Where Pi represents the percentage of theme *i*, and N represents the total number of coded statements.

This approach allows systematic documentation and structured analysis of qualitative data, as well as the identification of the most dominant issues within the strawberry supply chain.

Table 1. Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

Internal / External	Opportunities (O) Identifying Opportunity Factors	Threats (T) Identification of Threat Factors
Strengths (S) Identification of Strength Factors	**SO Strategy** Leveraging potential to seize opportunities	**ST Strategy** Harnessing potential to face threats
Weakness (W) Identify Weakness Factors	**WO Strategy** Overcoming weaknesses to seize opportunities	**WT Strategy** Minimize weaknesses to defend against threats

Source: (Purba et al., 2025)

Table 1 presents the SWOT matrix framework used in this study. Internal factors consist of strengths (S) and weaknesses (W), while external factors include opportunities (O) and threats (T). The interaction between these factors generates four alternative strategies: SO (using strengths to seize opportunities), WO (minimizing weaknesses by utilizing opportunities), ST (using strengths to overcome threats), and WT (minimizing weaknesses and avoiding threats). This matrix serves as a basis for formulating strategic recommendations to improve strawberry supply chain management at Sweetberry Agrotourism.

RESULT AND DISCUSSION

1. Sweetberry Agrotourism Supply Chain Network Configuration

A. Suppliers of Materials and Production Inputs

1) Strawberry Seeds

Strawberry seeds at Sweetberry Agrowisata are obtained through independent nurseries, ensuring their availability and independence from external suppliers. Although the seeds used are not yet certified, the management's experience in strawberry cultivation allows for independent quality control and efficient production costs. However, there are still limitations in terms of quality standardization.

2) Fertilizers, Pesticides, and Production Facilities

Fertilizers, pesticides, and growing media are obtained from agricultural supply stores near the business location, with relatively easy access and a sufficient number of suppliers. However, rising fertilizer and pesticide prices are a major obstacle, potentially reducing production cost efficiency.

B. Production and Cultivation Process

1) Planting

Strawberry cultivation takes place on approximately 15,000 m² of land, managed independently, using a cultivation system based on the management's practical experience in the horticultural industry. Planting techniques are adapted to the climate and characteristics of the Cipanas highlands to support optimal plant growth.

2) Maintenance

Strawberry plants are intensively maintained through fertilization, irrigation, and pest and disease control. Interviews revealed that approximately 10% of plants die per growing season due to diseases such as Fusarium and anthracnose, as well as root damage. Control is carried out using pesticides and pruning practices, supported by adequate control facilities, although not routinely assisted by government technical staff.

3) Harvest

Strawberry harvests are carried out regularly every two days, reflecting relatively optimal production continuity. In a single growing season, total production can reach approximately 30 tons, requiring a fast, efficient post-harvest handling system to maintain product freshness and quality.

C. Post-Harvest Handling and Storage

1) Harvest Sorting

The Sweetberry Agrotourism management sorts strawberries by size, color, and ripeness to separate marketable fruit from defective ones. This process aims to maintain the product's visual quality to meet consumer preferences, particularly those of tourists who purchase directly at the agrotourism site.

2) Temporary Storage

Strawberry harvests are temporarily stored in refrigerators to slow quality degradation and maintain freshness. However, rudimentary storage facilities limit the supply chain, requiring relatively quick marketing due to strawberries' perishable nature.

3) Quality Control

Quality control is performed manually by visually inspecting the fruit. Strawberries that do not meet fresh product standards are used as raw materials for processed products, reducing yield losses and increasing added value and supply chain efficiency.

D. Strawberry Product Distribution

1) Direct Sales at Agrotourism Locations

Sweetberry Agrowisata utilizes direct sales at the farm through a pick-your-own-fruit tourism concept as its primary distribution channel. This approach shortens the supply chain, allows direct interaction between

producers and consumers, lowers distribution costs, and provides a higher selling price advantage by eliminating intermediaries.

2) Sales to Foreign Consumers

Sweetberry Agrowisata markets some of its products outside the plantation area, including on a limited scale in international markets. Off-site distribution focuses more on processed strawberries due to their longer shelf life, while marketing of fresh produce is still hampered by their short shelf life and limited refrigerated storage and shipping facilities.

3) Fresh and Processed Products

Sweetberry Agrowisata markets strawberries in their fresh form and processed products such as jam, dodol (a sweetened confectionery), preserves, chili sauce, and juice. This product diversification plays a crucial role in extending shelf life, increasing added value, and reducing spoilage-related losses in fresh produce, thereby supporting the sustainability of the agrotourism business.

E. Promotions and Payment Methods

Sweetberry Agrowisata uses social media platforms like Instagram and Facebook to promote its products and strawberry-picking activities interactively, increasing visitor interest. Furthermore, the educational tourism experience, from cultivation to independent harvesting, serves as an indirect promotion that increases satisfaction and repeat visits. Supported by cash and cashless payment systems, the service is convenient and efficient.

2. Challenges faced in the Supply Chain

Interview results indicate that strawberry supply chain management at Sweetberry Agrowisata Cianjur faces various interrelated challenges, including production risks due to unpredictable weather and plant pest attacks, limited post-harvest facilities that affect product quality, and the characteristics of strawberries, which are easily damaged and have a short shelf life. The situation is aggravated by fluctuations in the number of visitors to agrotourism, which create uncertainty, making planning, production, and distribution less stable, and showing that the challenge lies in the supply chain across technical, operational, and market aspects.

3. Supply Chain SWOT Analysis

This study used a SWOT analysis to identify internal and external factors influencing strawberry supply chain management at Sweetberry Agrowisata Cianjur. This approach serves as the basis for formulating a supply chain strategy that aligns with the characteristics of

agrotourism-based agribusinesses and the business environment. The explanation is as follows:

A. Strengths

Sweetberry Agrowisata's key strengths in the strawberry supply chain include fresh, on-site-harvested product quality, a short supply chain through direct sales to consumers, which reduces the risk of damage, and independent production and nursery management, which enhance cultivation control. Furthermore, diversification of fresh and processed strawberry products is superior for increasing market share and enhancing marketing flexibility.

B. Weaknesses

On the other hand, Sweetberry Agrowisata still faces supply chain weaknesses in the form of limited post-harvest facilities that affect product quality, short strawberry shelf life that increases the risk of yield loss, the use of uncertified seeds that can affect quality consistency, and limited distribution of fresh products outside the location so that market reach is not optimal.

C. Opportunities

Sweetberry Agrotourism offers an opportunity for large external stakeholders to increase public interest in agrotourism and tourism education, thereby opening the door to the development of valuable strawberry products. Utilizing digital marketing and social media to expand market reach, supported by increasing requests from consumers for fresh quality products and experience-based agriculture.

D. Threats

Threats to Sweetberry Agrotourism include competition with similar strawberry agrotourism, the impact of climate change and unpredictable weather on productivity and harvest quality, the risk of pest and disease attacks, and fluctuations in visitor numbers, which create uncertainty in demand and affect production and distribution planning.

Table 2. Table 2. SWOT Analysis Matrix of Strawberry Supply Chain Management at Sweetberry Agrotourism Cianjur

	Opportunities (O)	Threats (T)
Internal	1. Increase interest in tour education and agrotourism-based agriculture. 2. Request consumers to produce fresh and quality horticulture. 3. Potential development product: valuable strawberry products plus.	1. Competition with similar strawberry agrotourism in the West Java region. 2. Changes in climate and weather that affect the stability of production. 3. Attack pests and disease plants. 4. Fluctuations amount visitors that impact demand for products.
External		

	4. Utilization of social media and digital marketing to reach more markets wide.	
Strengths (S) 1. Relative strawberry quality is good and fresh because harvested directly. 2. Chain supply short through draft agrotourism (sales direct to consumers). 3. Management, production, and breeding are done in an independent way. 4) Diversification of products in the form of fresh strawberries and processed products.	**SO Strategy** 1. Take advantage of fresh strawberry quality and chain supply short for increased Power pull tour education. 4) Develop a product, strawberry-based preparations, experience tour, to increase market share.	**ST Strategy** 1. Maintain consistent quality products and services for increased Power competition in agrotourism. 2. Implement management adaptive cultivation to change the climate and risk OPT attacks.
Weakness (W) 1. Limitations of facility storage and handling post-harvest. 2. The age to store strawberries is relatively short. 3. Seeds used are not yet certified. 5) Distribution of fresh products to outside locations is still limited.	**WO Strategy** 1. Develop product strawberry preparations to reduce risk, shrinkage results, and improve mark plus. 2. Optimize digital promotion to expand the market outside the location of agrotourism.	**WT Strategy** 1. Minimize risk loss consequence damage product through diversification of products and repairs handling post-harvest. 6) Improve operational efficiency and planning production for fluctuating requests.

4. Strategy Recommendations

A. Diversification of Distribution Channels

Sweetberry Agrotourism is recommended for developing channel distribution besides selling directly on location, such as working with souvenir shops, cafes, restaurants, and marketing through online platforms. Diversification of channel distribution aims to expand market reach, reduce dependence on tourist visits, and increase stability. The results of this study indicate that Sweetberry Agrowisata Cianjur operates a relatively short, vertically integrated supply chain, enabling direct coordination of production, post-harvest handling, and marketing activities. This configuration enhances efficiency, accelerates product flow, and increases producer value capture by reducing the number of intermediary roles. Short supply chains in agribusiness have been shown to improve responsiveness and operational performance, particularly for perishable commodities (Naomy & Renaldi, 2025). However, supply chain

performance is also strongly influenced by coordination quality, institutional support, and logistical management, especially in maintaining product quality and minimizing post-harvest losses (Anabel et al., 2023). In addition, effective collaboration among supply chain actors and structured management systems is essential to ensure sustainability and distribution stability in horticultural agribusiness (Nurfaldinianti et al., 2025)

B. Strawberry Processed Product Development

Managers need to continuously improve the development of processed strawberry products, including product variety, quality, and packaging. Processed products have a longer shelf life than fresh produce, making them more suitable for long-distance marketing, including to markets outside the region and abroad. This strategy also helps increase product added value and minimize the risk of losses from damage to fresh strawberries.

The findings of this study align with contemporary Supply Chain Management (SCM) theory in agribusiness, which emphasizes integrating product, information, and financial flows to enhance efficiency and responsiveness. The short and internally coordinated supply chain model implemented by Sweetberry Agrowisata reflects the importance of structured coordination and partnership mechanisms in improving operational performance (Anabel et al., 2023). Furthermore, efficiency in agribusiness SCM is achieved through synchronization among supply chain components and supported by sustainability-oriented strategies, including quality control and performance measurement systems (Amruddin et al., 2025). In addition, sustainable agricultural supply chains require strengthened post-harvest management and risk mitigation strategies for perishable commodities, highlighting the importance of infrastructure and value-added processing in maintaining competitiveness (Zuhri et al., 2025).

C. Post-Harvest Management Improvement

Post-harvest management improvements can be achieved through improved sorting, handling, and storage systems. Optimizing the use of refrigerated storage facilities and implementing better post-harvest handling standards is expected to maintain strawberry quality and reduce yield losses during distribution.

In contrast to conventional horticultural supply chains, which are

generally long and involve collectors, distributors, and retailers, Sweetberry Agrotourism implements an integrated model that strengthens producer control over product quality and pricing. In conventional systems, lengthy distribution channels can increase post-harvest losses and coordination inefficiencies. This phenomenon has also been observed in other horticultural commodities, such as red chili peppers, which exhibit extended supply chains involving multiple intermediaries (Alam et al., 2025; Sundari, 2024).

The strawberry agrotourism model implemented by Sweetberry more closely reflects the concept of farm income diversification through tourism, as stated by Sheyoputri et al. (2025) who argue that integrating agrotourism can enhance income stability and expand the sources of economic value. Furthermore, a study by Quro et al. (2024) indicates that visitor satisfaction in strawberry agrotourism is influenced by product quality and the direct fruit-picking experience, both of which are indirectly related to the effectiveness of supply chain management (Sundoro, 2024). Therefore, this study complements previous research that primarily focused on visitor satisfaction by demonstrating that the quality of the tourism experience strongly depends on effective post-harvest management and supply stability

D. Optimizing Digital Promotion

Sweetberry Agrotourism is recommended for optimizing social media use, such as Instagram and Facebook, as it means more planned, sustainable promotions. Content promotion can focus on excellent products, activities, tours, and educational content, as well as testimonial visitors (Nurhayati et al., 2025). Optimizing this digital promotion is expected to increase visibility in the business, attract consumers, and expand the market.

E. Theoretical and Practical Implications

Theoretically, this study confirms that the agribusiness supply chain serves as a value-creating system that improves the efficiency and performance of horticultural commodity distribution (Renaldi et al., 2025). Practically, strengthening post-harvest management and storage facilities is a crucial step to reduce yield losses and maintain product quality. Furthermore, diversifying distribution channels and optimizing digital promotions can expand the market and increase the competitiveness of agritourism-based agribusinesses (Afridhianika & Yudhianto, 2025). These

findings are relevant as a basis for strengthening technical policies and post-harvest infrastructure in local-scale horticultural agrotourism.

CONCLUSION

This study concludes that the strawberry supply chain at Sweetberry Agrotourism Cianjur is relatively short and integrated, with direct sales to consumers as the primary distribution channel. Although this structure supports product freshness and value creation, challenges remain in post-harvest handling, limited storage facilities, short shelf life, and fluctuating visitor demand. Therefore, adaptive supply chain management is required to enhance efficiency and sustainability

Authors declaration

The authors hereby declare that this research is an original work conducted independently by the authors. The manuscript has not been published nor submitted to any other journal. All authors have contributed significantly to the study and approved the final manuscript. There is no conflict of interest associated with this publication.

Consent to participate

Authors are agreed

Consent to publication

The authors agree to publish this data

Conflict of interest

The authors declare no conflict of interest

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