LEADING COMMODITY DEVELOPMENT STRATEGY ORTICULTURAL FRUIT CROPS IN PADANG PARIAMAN DISTRICT

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ABSTRACT

Horticultural Commodities are agricultural commodities that have high economic value and enormous agribusiness potential to be developed. This research aimed to analyze fruit commodities as leading commodities in Padang Pariaman Regency and formulate commodity development strategies to plant superior horticultural fruit in Padang Pariaman Regency. The method used is the Location Quotient (LQ), Specialization quotient (KS), and localization quotient (KL) to identify leading sectors and leading commodities, as well as SWOT analysis to formulate horticultural fruit crop development strategies. The results of this study showed that the leading fruit commodities consist of guavas, papayas, and mangoes. Therefore, the right strategy was needed to manage horticultural fruit crops through government policies that were right on target for developing these leading sector areas.

Keyword: commodity; fruit; horticulture; leading commodity

ABSTRACT

Komoditas hortikultura merupakan komoditas pertanian yang memiliki nilai ekonomi tinggi dan potensi agribisnis yang sangat besar untuk dikembangkan. Penelitian ini bertujuan untuk 1) Menganalisis komoditas buah hortikultura sebagai komoditas unggulan di Kabupaten Padang Pariaman dan 2) Merumuskan strategi pengembangan komoditas tanaman buah hortikultura di kabupaten tersebut. Padang Pariaman metode yang digunakan adalah Loction Questien (LQ), Specialization Quotien (KS), untuk mengetahui sektor unggulan dan komoditas unggulan serta analisis SWOT untuk merumuskan strategi pengembangan tanaman buah hortikultura. Namun demikian, diperlukan strategi yang tepat untuk mengelola tanaman buah hortikultura melalui kebijakan pemerintah yang tepat sasaran untuk pengembangan kawasan sektor unggulan tersebut..

Keywords: hortikulture; buah; komoditas, komodiyas unggulan

INTRODUCTION

Horticultural commodities have high economic value and enormous potential to be developed, significantly increasing income for the community, especially small to large-scale farmers. Horticultural products Currently, the national market is directed primarily at meeting consumer needs in the country through traditional and modern markets and foreign markets (Dirjen Horticulture, 2015). By looking at the amount of contribution of each business field sector (BPS, 2019). Indicates that the agricultural sector plays an essential role in the economy of West Sumatra Province. This role can be seen in the agricultural sector, which contributes 19.14% to the GRDP of West Sumatra Province.

The horticulture subsector is the third largest contributor after the livestock and plantation subsector (BPS, 2019). Horticulture is one of the agricultural sub-sectors that have the potential to make a significant contribution to economic development and plays an essential role in the source of farmers' income, trade, and employment. Horticultural crop commodities in Indonesia can be divided into four major groups, called fruit plants, vegetable plants, biopharmaceutical plants, and ornamental plants (Ministry of Agriculture, 2011)

Padang Pariaman Regency is the district with an enormous contribution to the horticulture sub-sector compared to 11 districts in West Sumatra province. So the Regional Government of Padang Pariaman Regency has tried to encourage the development of horticultural production as for the development strategy plan implemented by the Regent of Padang Regency Pariaman. Following the decision of the Regent of Padang Pariaman Regency Number 3/9 /KEB/BPP/2019 dated 29 May 2019 concerning the determination of agricultural areas for food crops and horticulture in Padang Pariaman Regency, wherein the attachment to the regent's decision 11 agricultural areas for food crops and horticulture have been established.

This study aimed to analyze horticultural fruit commodities as leading commodities in Padang

Pariaman Regency and to Formulate commodity development strategies to plant superior fruit in Padang Pariaman Regency.

METHODS

Location and Time

The research was conducted in Padang Pariaman Regency, West Sumatra Province. The research location was chosen in a manner intentionally (purposive) because Padang Pariaman Regency is a district with the largest producer of fruit crops according to districts in West Sumatra Province. Selection of horticultural commodities This is because, according to SK. According to the District Head of Padang Pariaman Regency Number 3/9 /KEB/BPP/2019 dated 29 May 2019, determining agricultural areas for food crops and horticulture in Padang Pariaman Regency.

Data types and sources

data used in this study is the primary data obtained with an interview straight from the first source. As for the primary data sources in this study, BAPEDA Agriculture Service,

Academics, Extension Workers, Farmers, and Traders Secondary data needed in this study include literature studies, internet e-books, the Central Bureau of Statistics West Sumatra Province, Central Bureau of Statistics District of Padang Pariaman, Department of Agriculture Padang Pariama Regency.

Analytical method

Location Quotient (LQ)

The analytical tool used to identify essential commodities is the Location Quotient (LQ). The LQ analysis tool compares the magnitude of the agricultural commodity rule in an area against the size of the role of this commodity nationally (Tarigan, 2009). The purpose of LQ analysis is to see a commodity that is superior or not superior. Calculation of LQ can use the following formula.

$$LQ = \frac{(X_{ic}/x)}{(X_{ij}/x)}$$

LQ calculation results produce three (3) criteria, namely: 1) LQ > 1 means that the commodity became the basis or became the source of growth 2) LQ = 1 means commodity i is classified

as *non-basic*, no has a comparative advantage; and 3) LQ < 1 means, this commodity too including *non-base*. From the results of this LQ, the analysis will be selected three superior commodities and customized with the results of previous studies regarding agribusiness and government policies center and region.

Location Quotient (LQ) analysis is an attempt to measure the concentration of activity in an area by comparing its role in the regional economy with similar activities in the regional or national economy. The purpose of using LQ analysis is to classify a development sector, whether it is a base sector or not, in an area (Arsyad, 1999).

Specialization Quotation (KS)

Use *of Specialization Quotient (KS)* to determine the specialization of agricultural activity in a district area and the specialization of certain horticultural commodities at the level of West Sumatra Province. The KS value is obtained using the following formula:

$$KS = \frac{Wi}{Wi} - \frac{Wt}{Wt} \quad Lo = \sum_{p}^{n} {}_{=1} Lo_{ip}$$

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KS is the specialization quotient for commodity i, wi is the production value of horticultural commodity i at the Regency level in West Sumatra Province. The wt is the total production value of the horticultural commodity at the Regency level in West Sumatra Province. Wi is the production value of horticultural commodity i in the Province area West Sumatra. The Wt is the total production value of horticultural commodities in the province of West Sumatra, KS is the specialization factor, and K Sip is positive KSi. If the district's KS value is close to one or KS ≥ 1, there is specialization in horticultural commodity activities at the district level. Furthermore, if KS is close to zero or KS = 0, there is no specialization in horticultural commodity activities at the district level.

Quotient Localization (KL)

The *localization quotient (KL)* is used to determine the distribution level of agricultural activities in area districts and certain food commodities in West

Sumatra Province. The formula to calculate the Lo value is following:

$$Loi= (WI-WT)- Lo= \Sigma L oipnp=1$$

Where Loi is the quotient of localization of commodity i; wi is the production value of horticultural commodity i at level Districts in West Sumatra Province. Wt is the total production value of food commodities at the level of the Regency in West Sumatra Province. Wi is the production value of horticultural commodities i in West Sumatra Province. Wt is the total production value of horticultural commodities in West Sumatra Province, Lo is the specialization coefficient, and Loip is positive KSi. If the Lo city/regency Lo value is close to one or Lo ≥ 1, then there is a concentration on food commodity activities at the city level. And if Lo is close to zero or KS = 0, then there is no focus on food commodity activities at the city level.

RESULTS AND DISCUSSION

Primary Commodities of Fruits in Padang Pariaman Regency

The leading fruit commodity in Padang Pariaman Regency is known based on the LQ value, calculated based on the production value of fruit commodities in 2016-2020. The results of the calculation of LQ in the period 2016-2020 can be seen in Padang Pariaman Regency. The horticulture subsector of fruit trees was identified as the only commodity with an LQ value of > 1. Such as papaya at 2.92, guava at 1.26, and mango at 1. 02. Therefore, these commodities are superior commodities, which means that these commodities have a more significant role in the economy of Padang Pariaman Regency.

Meanwhile, commodities that are not classified as non-leading commodities with LQ <1 are avocado, duku, durian, mangosteen, and rambutan, which means that these commodities play less role in the economy in Padang Pariaman Regency. The calculation of LQ> 1 shows that it has a comparative advantage in that the results can not only meet the needs of the region in question but can be exported outside the region. Commodity classification with LQ>1

belongs to the base sector and LQ<1 is not yet a leading commodity. According to Bachrein (2003), if the value of LQ> 1, the commodity has a comparative advantage, the results of which are not only able to meet the needs of the region concerned but can be exported outside the region. Based on the results of the LQ analysis, it is known that each sub-district has an advantage in producing certain fruit commodities. Analysis of LQ (*Location Quotient)* for fruit commodities in Padang Pariaman Regency in each sub-district can be seen.

Table 1. Results of Calculation of the Average LQ of the papaya fruit commodity in 17 Districts of Padang Pariaman Regency in 2016-2020

Subdistrict	2016	2017	2018	2019	2020	Average
Anai stem	0.50	0.61	0.22	0.27	0.45	0.41
LubukAlung	0.26	0.16	0.22	0.22	0.36	0.24
Sintuk Toboh Gadang	0.15	0.13	0.02	0.11	0.17	0.12
Avoid Tapakis	0.18	0.12	0.07	0.08	0.13	0.11
Nan Sabaris	0.13	0.11	0.07	0.08	0.13	0.11
Two × 11 Six Circles	0.02	0.06	0.04	0.03	0.05	0.04
Six Circles	0.001	0.010	0.030	0.028	0.046	0.02
Two × 11 Planting Timbers	0.01	0.04	0.04	0.03	0.00	0.02
VII Koto Sungai Sariak	0.01	0.02	0.05	0.09	0.15	0.07
Patamuan	**3,24**	**3.37**	**2.76**	**3.09**	**5.09**	**3.51**
Padang Sago	**2.02**	**1.72**	**1.11**	**1.22**	**2.00**	**1.61**
V Koto Kampung Dalam	0.28	0.16	0.10	0.11	0.18	0.17
V Koto Timur	0.08	0.07	0.05	0.05	0.09	0.07
Lime River	0.00	0.00	0.00	0.00	0.01	0.00
Gas rod	0.01	0.01	0.00	0.00	0.01	0.01
Geringging River	0.01	0.01	0.01	0.02	0.03	0.02
IV Koto Aur Malintang	0.02	0.02	0.01	0.03	0.05	0.03

Source: Primary Data 2021 (processed)

Fruit Commodity Specialization and Localization Horticulture in Padang Pariaman Regency

The *district specialization quotient* (KS) is close to one or KS ≥ 1, so there is specialization in fruit commodities at the district level. Moreover, if KS is close to zero or KS = 0, then there is no specialization in

fruit commodities at the district level. Based on the results of the analysis shows that none of the fruit commodities have a KS value ≥ 1. It can

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be seen that in Padang Pariaman Regency, there is no specialization in fruit commodities.

Table 2. Calculation results of commodity KS fruit horticulture in Padang Pariaman
Regency 2016-2019

No	Types of fruits	KS					Average	Ket.
		2016	2017	2018	2019	2020		
1	Avocado	-0.246	-0.217	-0.231	-0.243	-0.197	-0.227	unspecialized _
2	Duku	-0.015	-0.012	-0.017	-0.005	-0.001	-0.010	unspecialized _
3	Durian	0.156	-0.186	-0.025	-0.047	0.048	-0.011	unspecialized _
4	Guava	-0.008	0.011	0.006	0.008	-0.015	0.001	unspecialized _
5	Mango	0.018	0.016	-0.016	-0.013	0.001	0.001	unspecialized _
6	Mangosteen	-0.036	0.016	0.022	-0.010	-0.086	-0.019	unspecialized _
7	Pawpaw	0.196	0.389	0.292	0.354	0.294	0.305	unspecialized _
8	rambutans	-0.066	-0.018	-0.031	-0.044	-0.043	-0.040	unspecialized _

Source: Primary Data 2021 (processed)

According (to Zootek, 2015), it shows that from the analysis of the specialization coefficient analysis. Not all commodities have a value of more than 1, meaning that these commodities have not specialized in the agricultural business sector and, more specifically, in the horticultural commodity sub-sector in the district

Table 3. Lo commodity calculation results from fruit horticulture in Padang Pariaman
Regency 2016-2019

No	Types of fruits	Lo					Average	Ket.
		2016	2017	2018	2019	2020		
1	Avocado	-0.271	-0.159	-0.222	-0.189	-0.127	-0.194	Not located
2	Duku	-0.278	-0.163	-0.222	-0.185	-0.128	-0.195	Not located
3	Durian	0.177	-0.092	-0.020	-0.032	0.016	0.010	Not located
4	Guava	-0.116	0.176	0.112	0.136	-0.058	0.050	Not located
5	Mango	0.072	0.076	-0.063	-0.040	0.003	0.010	Not located
6	Mangosteen	-0.076	0.017	0.044	-0.015	-0.086	-0.023	Not located
7	Pawpaw	0.387	0.430	0.323	0.381	0.353	0.375	Not located
8	rambutans	-0.172	-0.044	-0.119	-0.157	-0.112	-0.121	Not located

Source: Primary Data 2021 (processed)

Lo's analysis shows that there is not a single fruit commodity. If the Lo

Regency value is close to one or Lo ≥ 1, then there is the concentration of fruit

commodities at the district level. Moreover, if Lo is close to zero or KS = 0, then there is no focus on fruit commodities at the district level. The analysis results show that none fruit commodities have a value of Lo $\geq$ 1 (Table 3). It can be seen that in Padang Pariaman District, there is no localization of fruit commodities.

Priority horticultural fruit commodities in Padang Pariaman Regency

Priority commodities are determined based on the values of LQ, Lo, and KS, where if the value of LQ > 1 and the value of Lo, KS $\geq$ 1 or close to 1 means that these commodities can be made priority commodities to be developed in Padang Pariaman Regency. Based on these considerations, the papaya commodity is a priority commodity in Padang Pariaman Regency. Papaya commodity can be a priority in Padang Pariaman Regency because the value of LQ is > 1 and the value of Lo, KS is not $\geq$ 1 or close to 1.

Table 4. Commodity Fruits Priority in Padang Pariaman District

No	Types of fruits	LQ	Lo	KS	Average	Ket
1	Avocado	0.04	-0.194	-0.227	-0.127	Non Priority
2	Duku	0.04	-0.195	-0.010	-0.055	Non Priority
3	Durian	0.94	0.010	-0.011	0.313	Non Priority
4	Guava	1.26	0.050	0.001	0.437	Non Priority
5	Mango	1.02	0.010	0.001	0.344	Non Priority
6	Mangosteen	0.93	-0.023	-0.019	0.296	Non Priority
7	**Pawpaw**	**2.92**	**0.375**	**0.305**	**1,200**	**Priority**
8	rambutans	0.39	-0.121	-0.040	0.076	Non Priority

Source: Primary Data 2021 (processed)

Business Development Strategy Analysis Development Strategy

Strategy development is a plan to achieve a goal. In its development, the concept of strategy must continue to develop, and everyone has a different opinion or definition of strategy. To deal with all kinds of problems in achieving goals, you must determine the right strategy to put yourself in an advantageous position. In determining the right strategy, the identification of internal and external factors that influence the level of superior fruit production in Padang Pariaman Regency is carried out. With internal

and external factors, we can find out the strengths, weaknesses, opportunities, and threats faced by fruit commodity farmers. Identification of Internal and External Factors Internal factors originate within a company that is useful for identifying its strengths and weaknesses based on its resources and capabilities. External factors come from outside the company, which helped identify opportunities and threats that affect an activity within the company.

This data collection technique uses a questionnaire data collection of 5 samples that form each of the SWOT variables to make the initial steps of SWOT analysis and decisions. The following are the indicators given to the respondents that form the SWOT variable.

SWOT Matrix Analysis Development Strategy

Strategy development is a plan to achieve a goal. In its development, the concept of strategy must continue to develop, and everyone has a different opinion or definition of strategy. To deal with all kinds of problems in achieving goals, you must determine the right strategy to put yourself in an advantageous position. In determining the right strategy, the identification of internal and external factors that influence the level of superior fruit production in Padang Pariaman Regency is carried out. With internal and external factors, we can find out the strengths, weaknesses, opportunities, and threats faced by fruit commodity farmers. Identification of Internal and External Factors Internal factors originate within a company that is useful for identifying its strengths and weaknesses based on its resources and capabilities. External factors come from outside the company, which helps identify opportunities and threats that affect an activity within the company.

In the initial steps of SWOT analysis and decisions, this data collection technique uses a questionnaire data collection of 5 samples that form each of the SWOT variables. The following are the indicators given to the respondents that form the SWOT variable.

a. Strength

- Local government policies in horticulture development

There is a letter decision from the Regency of Padang Pariaman Regency with emitting SK According to the decision District Head of Padang Pariaman Regency Number 3/9 /KEB/BPP/2019 dated 29 May 2019 concerning the determination of agricultural areas for food crops and horticulture in Padang Pariaman Regency.

- Strategic location

Locations that are easy to reach, especially for papaya, guava, and mango commodities, have locations that are easy to reach by vehicle so that they can minimize the production costs of a commodity

- Agro-climatic conditions

Good agro-climatic conditions and in accordance with climatic conditions in each area of plant cultivation affect the improvement of agricultural practices and increase agricultural productivity in quantity and quality.

- Availability of horticultural breeding seeds

The availability of good seeds is very decisive, and quality results in the harvest of cultivation commodity fruit horticulture. The Department of Agriculture, through extension workers, provides a budget for farmer groups to manufacture new seeds, which will later be distributed to the community, especially farmer groups, to produce quality seeds from superior varieties in a sustainable manner.

- land availability

Availability of land for the development of fruit horticulture that has been provided in Padang Pariaman Regency, namely 132,879 ha of agricultural land available for development. Because _ that need exists effort for maximizing utilization of land for development.

b. Weakness

- Access to Capital

Need development of agricultural cultivation is difficult to obtain financing capital, especially for need cost of processing land, nurseries, and maintenance. They borrow capital from other parties, such as collectors. This _ of course, will add a burden on cost production even if something is tied with collectors, thus reducing the bias their income generates.

- Management effort low.

Management effort covers HR, Resources Power Production, and Sourcing Power nature. If a farmer has arranged a third factor, the so effort cultivation fruit horticulture will progress and develop to provide significant benefits to the farmers.

- Weak institutional capacity of farmers and extension services

Farmer institutions are carried out outside of counseling by motivating farmers to participate in farmer institutions. The agricultural extension needs to provide sound direction so that individual farmers will be good at the same time, strengthen the institutional capacity of farmers. In this case, the institutions have been created but not implemented properly.

- Lack maintenance

The wrong one must activity _ implemented in cultivation plant fruit horticulture to obtain quality results, optimal and production tall that is with do maintenance. Necessary activities done in the maintenance of Noname fruit horticulture are watering, regular fertilization and control of pest disease.

c. Opportunity

-Availability and consumption increase

Per capita consumption needs are influenced by the number of consumers, changes in consumer preferences, price levels, and people's income levels. Vegetable and fruit consumption per capita has a more excellent elasticity than carbohydrate foodstuffs, so the level of consumption is closely related to demand.

- Employment

Horticulture development can play a role in absorbing labor and helping reduce unemployment. The development of horticultural areas can absorb a lot of human resources, starting from seed preparation, land clearing, planting plant maintenance activities, post-harvest processing distribution, and marketing.

- Horticultural development policy

Some policies are made following the fields that are made, such as the fruit section, which processes explicitly or focuses performance in the fruit sector on producing good production.

- Industry processing results in agriculture

The growth of the processing industry and adequate agriculture is an

Opportunity to develop plant smell horticulture goods in SMEs scale industry big

d. Threat

- Disaster natural

Natural disasters like land landslides, tornadoes, and floods should be watched for in the development of plant fruit horticulture. Disaster natural often generates _ massive and necessary loss _ of effort handling tremendous human resources and funds as well as a long time. Disaster, when it occurs course complex for avoided but take steps anticipation is needed so that it does not bring more impact _ big

- There is Fruits import

The existence of a free-market regulation policy has the impact of opening up our market for foreign products. The entry of imported fruit is a competitor that can threaten the existence of local fruit, especially mangosteen. In order not to lose the competition, of course, local products must have good quality. The government's role in regulating the trading system for imported mangosteens to protect local mangosteens is highly expected through policies issued specially to limit quotas that can enter the country.

- Over function land

The high population growth rate has impacted many land conversions, primarily agricultural land, which has turned into housing, offices, industry, and shops. This population growth resulted in increasingly narrow land to develop commodity fruit horticulture.

- Change season

Global warming causes climate change threats, especially concerning the rainy and dry seasons. Extreme weather changes disrupt plant growth

- Disease pests

Pests and diseases are threats that need serious attention. If the attack is still on the verge, it is controlled as necessary. However, if the attack has spread, it is necessary to take eradication steps while still considering the possible environmental impacts that will be caused.

2. SWOT Matrix Analysis

It is of any matching tool at this stage is to generate reasonable alternative strategies, not to select or determine which strategy is best. (David, 2017).

Based on Table 12 shows the results of matching the four factors,

namely internal factors (strengths and weaknesses) and external factors (opportunities and threats), to produce alternatives.

Table 12. SWOT matrix analysis

Factor Internals / Factor external	STRENGTHS (S) 1. Local government policies in the development of horticulture 2. Strategic location -Agro-climatic conditions 3. Availability of captive horticultural seeds 4. Availability land 5. HR Quality	WEAKNESSES 1. Access to Capital 2. Management effort low 3. Ownership land 4. Lack of maintenance
OPPORTUNITIES (O) 1. Availability and consumption increased 2. Employment 3. Production department horticulture development policy 4. Industry processing results in agriculture	STRATEGY (SO) 1. Regional development which is the center production of fruit commodities excellent fruit (S1+S2+S3+S5+O3+O4). 2. Maintain seed quality (S 3 +O3+O4)	WO STRATEGY 1. Strengthening agricultural, institutional empowerment (W1+W2+W4+O4) 2. Business management development (W2 +O2 +O5)
T R HEATS (T) 1. Disaster natural 2. There are fruits import 3. Rather function land 4. Change season 5. Pest disease	STRATEGY (ST) 1. Increase product productivity (S 1 +S5+T2+T5) 2. Optimizing the coordination of related agencies (S1+T1+T4) 3. Set a competitive price (S1+T3)	STRATEGY (WT) 1. Establish cooperation between traders and farmers (W1+W 2 +T 2) 2. Training on the use of the latest technology (W3+T5)

Source: Processed data, 2021

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on Location Quotient (LQ) analysis calculations, the horticultural sub-sector commodities of fruit plants identified as the only commodities having an LQ value > 1 are papaya, guava, and mango.

The SWOT analysis resulted in several alternative strategies: Developing areas that become centers of only fruit commodities, Maintaining seed quality, and Strengthening agricultural and institutional empowerment. Development of fruit management, Improvement of HR competence, Increase product productivity, Optimization of

coordination of related agencies, Set competitive prices, Form cooperation between fruit growers and fruit traders, Training on using the latest technology.

Suggestion

For analysis of LQ < 1 for districts that are not yet centers of production of superior fruit commodities, we can pay more attention and see what commodities can be processed in that area. Furthermore, the Food Crops and Horticulture Service should be more able to encourage the development of superior fruit commodities towards agro-industry and make strategic plans that have been set to be adhered to so that they can produce production.

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