

THE AGRIBUSINESS SUPPLY CHAIN STRATEGIES OF MANGOES IN SITUBONDO

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ABSTRACT

The way to improve the competitiveness of mango farmer and farmers' welfare are by implemented a sustainable supply chain strategy and capable of efficient supply chain system of mango. The purpose of this study was to determine the supply chain management manalagi mango farm and provide an alternative recommendation for mango farmer entrepreneurs through supply chain management strategies.

The research used purposive random sampling. The setting of place in Kapongan Sub district . The researcher used 30 mango farmers as respondents. Respondent mango supply chain actors after farmers determined by Snowball sampling method for collecting traders and merchants collectors. Purposive sampling is used to determine the informant on the charging questionnaire determination supply chain management strategies. The oher method used SWOT analysis.

The strategies to improve competitiveness for employers mango farmer based on SWOT analysis required government intervention to subsidize agribusiness technology and training in the use of mango and sufficient information regarding the management of the mango farm. Creating the competitive and efficient farming, for avoiding the failure it used by joining with farmers' groups mango as well as their program recommendations mango plants organically to minimize the cost of inputs and capital owned by farmers . It also used for developing the entrepreneurial motivation to the people in Situbondo.

Key word : Supply Chain, mango farmers, farming

INTRODUCTION

Trade liberalization provides opportunities and challenges for national agribusiness . The reduced rate resulting market trading agribusiness products in every country increasingly open , so the per - competition among manufacturers increasingly ketat.Oleh therefore need to prepare a commodity that can compete in the domestic market as well as in international markets .

Tropical fruit that has long been known from Indonesia is mango (*Mangifera Indica*), which ranks third in the export of fruit after bananas and mangosteen . Situbondo itself mango is a leading commodity , of some kind of mango exist , mango manalagi is a hallmark of Situbondo as mango town and is a center of mango production in Indonesia .

According to the Agriculture Census (2013) , 50 kinds of main annual horticultural crops, mango is an annual horticultural plant species most commonly cultivated by household horticulture business (32,50 thousand households) by the average number of trees that are cultivated as many as 14 trees per household . With the number of trees that are cultivated as many as 482 276 trees and 304 836 trees were already in production .

Situbondo mango production has increased every year. In 2012 an increase of 14.8 % from the year 2011 (212 784 kw) . In the year 2013 (402.247 kw) increased by 16.7 % from 2012 (286 790 kw)

Mango production in Situbondo mostly done with a simple processing method / conventional , even farmers tend to let the mango plant without any treatment . It often causes mangoes produced does not meet the quality requirements that have been established consumers . Perception mango farmers who do not yet quality-oriented causes most businesses do not implement Good Agricultural Process (GAP) and Good Manufacturing Process (GMP) . This resulted in the quality of mangoes produced to be low thus reducing the competitiveness of mango Situbondo .

Besides the issue of competitiveness, mango supply chain system that is too long and equal distribution of income in the mango supply chain is still low is an issue that must be addressed. Farm income is dependent upon fluctuating price of mango and discovered by the central market as a market benchmark (Referee market).

Traders are parties who benefit the most in the mango supply chain network compared to those farmers who have not yet reached prosperity should be. Supply chain is a network of organizations that are interconnected which share the same goal, which is organizing the procurement or distribution of goods (Indrajit and Pranoto, 2012). One way to improve the competitiveness of mango and welfare of farmers by implementing a strategy of sustainable supply chain management and is able to streamline the supply chain system of mango so that equal distribution of income among members of the supply chain network can be achieved. The formulation of supply chain management strategy is important because it will serve as a reference by members of the supply chain in conducting their activities. Their supply chain management strategy to make every member of the supply chain to know what to do to build a supply chain system that better so that farming mango would be a sustainable self-employment. The purpose of this study was to determine the supply chain management and manalagi mango farm and provide an alternative recommendation for mango farmer entrepreneurs through supply chain management strategies.

LITERATURE REVIEW

By Indrajit and Pranoto (2002), the supply chain is a system where an organization distributing goods production and services to its customers. Supply chain model is a description of the relationship chain of pelakupelaku which can form such a chain connected to one another. One of the key factors for optimizing the supply chain is to create a flow of information that move easily and accurately between the network or the chain, and the movement of goods effectively and efficiently produce maximum satisfaction to customers.

According to Austin (1992) and Brown (1994) adapt from Marimin and Maghfiroh (2010), the agricultural supply chain management different from the manufacturing supply chain management products for: 1. The agricultural products are perishable 2. Process pananaman, growth, harvesting depends on the climate and season 3. Yields have varying shape and size 4. agricultural products are Kamba so difficult to handle.

Supply Chain Management or better known as Supply Chain Management (SCM) consists of all the different stages that will impact both directly and indirectly to the desires of consumers (Choppra and Meindl, 2004). The main purpose of the supply chain is to satisfy consumer desires, so produk dengan certain specifications can be distributed to customers with high quality and low costs as well as the right time (Manthou et al, 2004). In general, the activity of which is included in SCM is a demand planning and supply (supply and demand planning), planning of raw materials (raw material planning), product planning (product planning), inventory management (inventory control), storage (store-keeping), distribution (product distribution) and management information system (management information system). Wu et al (2006) described the performance of the SC can be viewed through two dimensions, namely marketing performance (performance marketing) and financial performance (financial performance).

RESEARCH METHODS

Determination of research areas defined intentionally (purposive Method) in the district of Situbondo Kapongan. The data collected in this study included primary data and secondary data. The primary data obtained from interviews and focus group discussions to mango farmers, traders, merchants out of the city, academics (professors) and the Department of Agriculture, Situbondo. Making farmers were conducted using proportional random sampling method. In this study, samples taken as many as 30 people from three (3) selected villages. Respondent mango supply chain actors after farmers determined by Snowball sampling method for collecting traders and merchants collectors. Purposive sampling is used to determine the informant on the charging kuisinoer determination supply chain management strategies. Alternafive election strategy on using SWOT analysis.

RESEARCH RESULT

Flow Patterns In Supply Chain

There are three kinds of streams that must be managed in a supply chain. The first is the flow of goods / commodities flows from upstream (upstream) to downstream (downstream), the second is the flow of financial / money from downstream to upstream, and the third is the flow of information that can flow from upstream to downstream, or vice versa. Figure 1 shows the flow pattern in the mango supply chain in Situbondo.

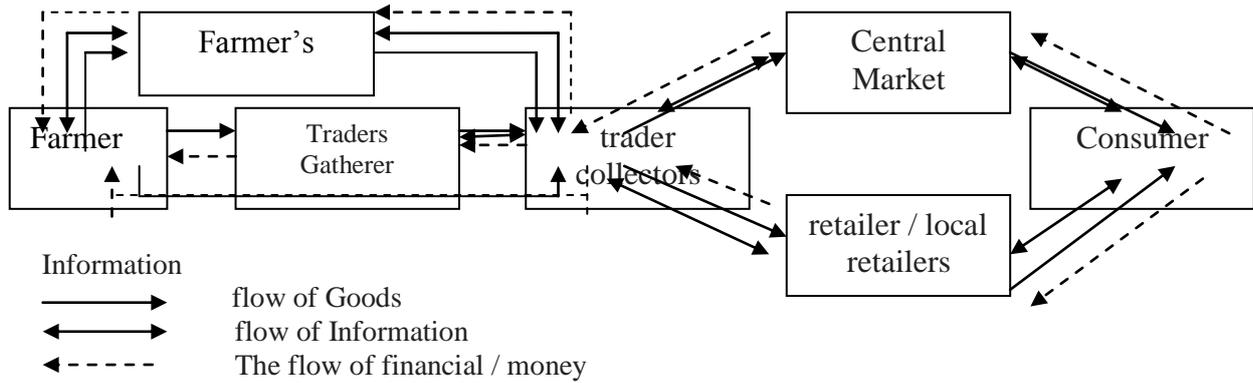


Figure 1. The Flow Pattern in the Mango Supply Chain in Situbondo

The flow of products originated from farmers where farmers grow the crop mango manalagi once a year. In the month of June to December be a month of the mango season. The survey results revealed that 60% or 18 person on this of 30 samples of mango farmers cultivate mango yard area they have, 7 farmers (23%) of mango cultivated on dry land and intercropped with food crops and 7 farmers (17%) the cultivation of mango dry land in monoculture. Mango harvesting process usually only lasts one day course conducted by traders when the farmers sell mango with a slash or bonded labor system / contract. Farmers in the study area to sell mangoes to a collector with a system of slash as many as nine farmers (30%) and debt bondage system / contract as many as 21 farmers (70%). Before mango flows into collectors trader or traders none of the farmers who do the sorting, grading and packing mangoes. That is because farmers only assume mango farming as a side income which does not so much affect the revenue especially for those who sell the debt bondage system / contract the entire treatment plant handed over to the tenants of the mango tree. Except 5 mango farmers who are members of farmer groups jasmine 2 in the village of the District Kapongan Kapongan treatment plant mango itself for partnering with merchants so that collectors get help loan capital treatment for treatment plants. After mangoes ready for harvest, traders who cut or rent a mango tree farmers will harvest. Of traders then taken to merchant wholesalers, traders when he got iniah collectors, activities of sorting, grading and packing mangoes. Meanwhile for 5 farmers in farmer groups mango jasmine 2 Village Kapongan product flow directly to the merchant collectors without going through middlemen. From the hands of collectors traders resumed mango distribution to wholesale markets in several destination cities such as Jakarta, Yogyakarta, Surabaya and Malang through stall at the central market. The flow of mango products from farmers to traders collectors yet terintegrasi well, yet there is a cycle that will lead to better delivery times or quotas that are sent can not be predicted well, as did the flow of product from the merchant collectors into the wholesale market also can not be predicted either quota, the delivery time and the price obtained.

Financial flows originated from consumer good consumer from outside the city who purchase through wholesale markets and consumers in the city who make a purchase through a local retailer where the consumer is channeled money through the purchase of mangoes that fit their criteria. Consumers make payment in cash to the retailer. Stall at the central market traders

poured money into the payment delay collectors at a maximum of 1 week. The time delay of payment depends on whether the mango quickly sold on the market, the sooner the mango demand then pengirimann money to the merchant collectors will also be faster with the payment system through bank transfer. Arriving money in merchant wholesalers, subsequent cash flows to traders pegumpul in place / stall mango belongs to the collectors and then flows to farmers through traders or farmers' groups. Farmers who are members of the farmers' group itself borrowed capital to the merchant collectors unsecured capital only trust nothing and the proximity factor, usually these loans in the form of seeds, fertilizer, and money. Management of financial flows in Situbondo mango supply chain can be said to have been managed well, the drawback is only the absence of a written agreement on all members of the supply chain including about 10% of the commission agreement collectors for each mango traders who sold at the stall at the central market

The communication system has not been well integrated with the primary member in the supply chain . The information flow occurs only in the end consumers , retailers , traders, wholesalers and traders . While farmers can not get good information regarding price, quality and quantity that consumers want and the market unless farmers in farmer groups.

MANGO FARMS AGRIBUSINESS STRATEGY MANALAGI THROUGH SUPPLY CHAIN MANAGEMENT APPROACH

After the formulation of strategies mango farming by using SWOT analysis of subsequent assessment and response mango farming on the strengths, weaknesses, opportunities and threats to the supply chain management pendekan. The formulation of a strategy for the manalagi mango farming by farmers can be competitive and efficient: 1. Government subsidies for growers of mango, mango farmer group formation and partnerships with external parties to accept the mango Situbondo 2. organic mango crop program to minimize the cost of inputs and capital owned by farmers 3. Stake holder provide any information mango agribusiness (farm Off - On Farm) and help find markets or partners to facilitate the distribution of post-harvest mango 4. Training on the use of technology agribusiness mango to match the standard of quality that consumers want 5. Develop an entrepreneurial spirit possessed by the people in agribusiness mango by exploiting the potential of Situbondo primarily at novice entrepreneurs

CONCLUSION

Flow mango products from farmers to traders collectors terintegrasi well yet, no definite cycle so that both the delivery time or quotas that are sent can not be predicted well. Management of financial flows could be said to have been managed well, the drawback is only the absence of a written agreement on all members of the supply chain including about 10% of the commission agreement collectors for each mango traders who sold at the stall at the central market. flow of information farmers can not get good information regarding price, quality and quantity that consumers want and the market unless farmers in farmer groups.

As for strategies to improve competitiveness for employers mango farmer based on SWOT analysis required government intervention to subsidize agribusiness technology and training in the use of mango and sufficient information regarding the management of the mango farm. To be farming more competitive and efficient so that failure by joining with farmers' groups mango as well as their program recommendations mango plants organically to minimize the cost of inputs and capital owned by farmers and develop the entrepreneurial spirit possessed by the

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