



Agribusiness Development Strategy in Belitang Mulya District, East Oku District

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Abstract

This research aims to analyze the strategy for developing melon agribusiness in Belitang Mulya District, Kab. East OKU. The type of research used in this research is a quantitative descriptive method. The data analysis used in this research is SWOT analysis. Based on the results of the analysis of internal factors in melon farming, there are 4 strengths, namely supporting natural resources, including plants that are easy to care for, agribusiness actors have their own land. Has quite a long experience in the plant cultivation business, and has 4 weaknesses, namely. Melon productivity is still low. Melon processing is less than optimal, lack of attention from local government agencies, lack of knowledge of agribusiness actors in using digital markets. And external factors There are 3 opportunities (Opportunities), namely establishing relationships with stakeholders, post-harvest processed products. Increasing healthy lifestyles will increase demand for melons, and has 3 threats (Threats), namely the development of pests and diseases of melon plants, decreasing purchasing power due to the economic situation and damaged road infrastructure. Based on the results of the SWOT analysis of melon farming development strategies, there are strategies that can be applied to melon farming, namely maximizing land use, increasing cooperation with the government to obtain assistance in the form of materials and information, creating new processed products to increase selling value and attractiveness, and Minimize the development of melon pests and diseases in order to maximize melon productivity. And in the position matrix, melon farming is in position (1.55 :1.29) in quadrant I which shows that this melon farming is strong and has opportunities. The strategy given is aggressive, which uses strengths to achieve profitable opportunities.

Keywords: Development strategy, melon, SWOT

Abstrak

Penelitian ini bertujuan untuk menganalisis strategi pengembangan agribisnis melon di Kecamatan Belitang Mulya Kab. OKU Timur. Jenis penelitian yang digunakan dalam penelitian ini adalah metode deskriptif kuantitatif. Analisis data yang digunakan dalam penelitian ini yakni analisis SWOT. Berdasarkan hasil analisis faktor internal Usahatani melon terdapat 4 kekuatan (*Strength*) yaitu Sumber daya alam yang mendukung, Termasuk tanaman yang mudah dalam perawatannya, Pelaku Agribisnis memiliki lahan sendiri. Memiliki pengalaman yang sudah cukup lama dalam usaha budidaya tanaman, Dan mempunyai 4 kelemahan (*Weakness*) yaitu. Produktifitas melon masih rendah. Pengolaan melon kurang optimal, Kurangnya perhatian dari dinas pemerintahan setempat, Kurangnya pengetahuan Pelaku Agribisnis dalam menggunakan market digital. Dan faktor eksternal Terdapat 3 peluang (*Opportunities*) yaitu Terjalannya hubungan dengan stakeholder, Produk olahan pasca panen. Peningkatan gaya hidup sehat sehingga meningkatkan permintaan melon, dan memiliki 3 ancaman (*Threats*) yaitu Perkembangan hama dan penyakit tanaman melon, Menurunnya daya beli karena situasi ekonomi dan Infrastruktur jalan yang rusak. Berdasarkan hasil dari analisis SWOT strategi pengembangan usahatani melon, memiliki strategi yang bisa di terapkan pada usahatani melon yaitu memaksimalkan penggunaan lahan, meningkatkan kerjasama dengan pemerintah untuk mendapatkan bantuan berupa material maupun pengetahuan informasi, menciptakan produk olahan baru untuk menambah nilai jual dan daya tarik, dan meminimalisirkan perkembangan hama dan penyakit melon agar dapat memaksimalkan produktivitas melon. Dan pada matriks posisi, usahatani melon berada pada posisi (1,55 :1,29) di kuadran I yang menunjukkan bahwa usahatani melon ini kuat dan berpeluang. Strategi yang diberikan adalah Agresif, dimana memanfaatkan kekuatan untuk meraih peluang yang menguntungkan.

Keywords: Strategi pengembangan, melon, SWOT

Introduction

One of the agricultural commodities that has the potential to be developed within the framework of regional development is horticulture. Horticulture is the Indonesian pronunciation of the English term horticulture. This term comes from the Latin word hortus which means garden or yard, so horticulture is given the meaning of cultivating a garden. There are those who give the meaning of the art of cultivating garden plants or the method of cultivation carried out in a garden, more specifically horticulture, called the art of growing fruit, vegetable and ornamental plants or one of the agricultural sciences related to cultivating gardens, including the cultivation of vegetables, fruit, flowers, etc. and ornamental shrubs and trees. Horticulture is an agricultural cultivation characterized by intensive use of labor and infrastructure and production facilities. Consequently, the plants that are cultivated are selected that are capable of generating high income (economic reasons) or that are capable of generating great personal satisfaction (hobby reasons), and are divided into limited business units (Rahardi, 2019). The potential for developing horticulture, especially fruit in Indonesia, is very large. The diversity of varieties and supported by a climate suitable for tropical fruit, produces a very varied variety of fruit. Apart from that, there is a large enough area available so that it can produce potential fruit, apart from other agricultural commodities. One fruit crop commodity that has the potential to be developed is the melon plant (*Cucumis melo.L.*) (Wahyudi et al., 2020). This fruit has its own attraction for consumers and producers, the attraction for consumers lies in its sweet taste, fragrant and refreshing aroma, while the attraction for producers is because it has high economic value (Pusmadi, 2018). Melons are a national priority fruit which is expected to be developed into a reliable agribusiness considering the production potential, natural resource potential in the form of large areas of land combined with the presence of biological resources in the form of superior melon varieties which are quite large in number which is an asset for the development of Melon commodities in the future. ,

facing an increasingly competitive global economy (Widodo, 2016).

East Ogan Komering Ulu Regency is one of the potential areas for developing melon plants. Many melons are produced in the Belitang Mulya sub-district. In terms of land availability, Melon fruit development still has sufficient land to be developed in several sub-districts in East OKU district because apart from adequacy of development land, these areas are similar in terms of land suitability and adequacy of natural and human resources. Farmers in Belitang Mulya District have tried to develop melons with a planting age of 4 months. This activity brings profits and additional income for farmers who cultivate melons. The harvest results obtained were quite satisfactory. The fruit tastes sweet with an average fruit weight of 1.8 – 2.5 kg/fruit sold for Rp. 7,500/kg sold by middlemen on the market for Rp. 15,000/kg. The high selling price of melons encourages farmers to expand the area of these melon plants. The following is the area of Belitang Mulya District, East Ogan Komering Ulu Regency that carries out melon farming.

Table 1. Data on Melon Farming Land in Belitang Mulya District, Ogan Komering Ulu Regency, 2022-2023.

NO	DESA	LUAS LAHAN (HA)		PRODUKSI (TON)	
		2022	2023	2022	2023
1	Sariguna	0,25	0,5	5	10
2	Sidowaluyo Sugih	0,25	0,25	4,7	4,7
3	Waras	1,99	4,12	83,9	83,9
4	Tulung Sari	3,875	6,5	64,2	126,2
5	Petangan	1,25	1,25	29,3	29,3
6	Mulyasari	0,75	0,875	15,1	17,8
7	Purwodadi	8,75	9,5	178,9	178,9
8	Srimulyo	1,75	1,75	35,3	35,3
9	Ulakbuntar	1,25	1,25	25,8	25,8
Total		19.12	26	442,2	511.9

Various efforts must be made to increase melon production, apart from the farming process factors (inputs), planned, directed, integrated management and supporting policies must be developed. This preparation can be done with a development strategy, in the development

strategy the internal and external factors that influence the development of this melon can be identified (Khoiryah et al., 2019). Internal and external factors produce a strategy called SWOT analysis. The SWOT analysis contains strengths, weaknesses, opportunities and threats which will determine development strategies that are feasible to implement to increase income as well as policy making strategies for further melon development.

Starting from this problem, it is necessary to carry out this research entitled Melon Agribusiness Development Strategy in Belitang Mulya District, Kab. East OKU”.

Method

This research method is descriptive research, namely research that aims to describe the characteristics or traits of a situation at a certain time and in a certain population. Descriptive research is not intended to test a particular hypothesis but only describes "what is" about a variable, symptom or situation. The nature of the research used in this research is comparative, that is, this research does not carry out experiments on the research object, but only determines the right strategy for melon farmers in facing competition according to the SWOT matrix. The method used in sampling is saturated sampling or census. According to Sugiyono (2018) saturated sampling or census is a sampling technique when all members of the population are used as samples. The sample taken from this research was 42 people. The following is data about the population and research sample.

In this research, data is presented qualitatively and quantitatively using a strategic management approach. Next, it is presented in the form of tabulations, charts and descriptions. The qualitative data analysis technique in this research uses descriptive methods in the form of case studies on business development by collecting data and information from various sources to describe the company's situation. Strategy formulation methods (IFE Matrix, EFE Matrix, IE Matrix, SWOT Matrix) are used to analyze quantitative data. This research was carried out in stages of analysis, namely the input stage, matching stage and decision making stage. This research uses Microsoft Excel 2010

software tools to tabulate data and calculate weight values, ranking values, attractiveness values, IFE Matrix, and EFE Matrix.

Results and Discussion

Supporting natural resources in Belitang Mulya District, Kab. East OKU Serdang Bedagai Regency has natural resources that support such as a climate with rainfall of 27 – 248 mm per year and a temperature of 23.70°C -34.20°C, with an altitude of 34 – 500 meters above sea level. And natural resources such as water are easy to obtain, right? has an irrigation system originating from the Sei Padang River to irrigate rice fields and horticultural crops in Belitang Mulya District, Kab. East OKU.

Table 3. Geographical Location and Climate.

Geografis	
Luas Wilayah/Total Area	600,5
Tinggi di Atas Permukaan (DPL)	34 – 500 M Laut
Iklim	
Curah Hujan	27 – 248 mm
Suhu	23,70°C -34,20°C

Melon plants are plants that are easy to care for, where melon plant care includes:

- The watering process is carried out in the morning and evening if the weather is stable, if the weather is in the rainy season then reduce the amount of watering and if in the dry season it is necessary to water more optimally.

- Providing fertilizer aims to ensure that the melon plants get all the needs they need during the growth process.

- Pruning branches aims to maintain the health of the plant when it bears fruit or before it bears fruit or before it bears fruit. There are 3 types of branch pruning, namely pruning to form the main stem, pruning to form production branches and rejuvenation pruning.

Agribusiness Actors in Belitang Mulya District, Kab. East OKU, Serdang Bedagai district, has its own land for planting and cultivating melons. Agribusiness Actors in Belitang Mulya District, Kab. East OKU has an area of 350 Ha of rice fields, an area of horticultural crops / fields of 207 Ha,

which includes an area of horticultural melon plants with a land area of 1.07 Ha owned by Agribusiness Actors for cultivating melons.

Experiences of Agribusiness Actors in Belitang Mulya District, Kab. East OKU District. Tebing Tinggi District. Serdang Bedagai has 2-8 years of melon cultivation experience, with an average of 4 years. So melon agribusiness actors can optimize melon production.

SWOT analysis is used to compare external factors and internal factors. External factors consist of opportunities and threats, while internal factors consist of strengths and weaknesses. From the results of the analysis in table 4.6, the internal factor matrix has a total score of 2.69. And in table 4.7 the external matrix has a total score value of 2.83, then the total score value of each factor can be detailed as follows:

Strengths – Weaknesses = $2.12 - 0.57 = 1.55$.

Opportunities – Threats = $2.06 - 0.77 = 1.29$

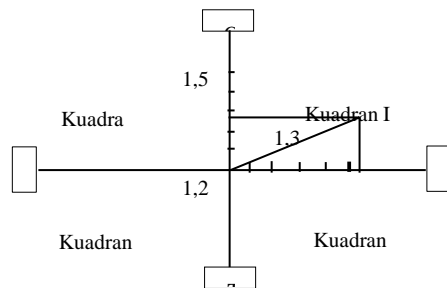


Figure: SWOT Analysis Diagram for Internal and External Data Processing

From the diagram above, it clearly shows that melon farming is at the point (1.55 : 1.29). Quadrant I shows the results on the x and y axes (Positive, Positive). This position indicates a profitable position. By continuing to carry out aggressive development strategies that can increase melon farming. To increase the melon farming business, there is a SO Strategy which uses the strengths of Agribusiness Actors to take advantage of every opportunity that exists.

Conclusion

Based on the results of research on melon farming in Belitang Mulya District, Kab. East OKU, several conclusions can be obtained as follows:

1. Based on the results of the analysis of internal factors in melon farming, there are 4 strengths, namely supporting natural resources, including plants that are easy to care for, agribusiness actors have their own land. Has quite a long experience in the plant cultivation business, and has 4 weaknesses, namely. Melon productivity is still low. Melon processing is less than optimal, lack of attention from local government agencies, lack of knowledge of agribusiness actors in using digital markets. And external factors There are 3 opportunities (Opportunities), namely establishing relationships with stakeholders, post-harvest processed products. Increasing healthy lifestyles will increase demand for melons, and has 3 threats, namely the development of pests and diseases of melon plants, decreasing purchasing power due to the economic situation and damaged road infrastructure.

2. Based on the results of the SWOT analysis of melon farming development strategies, there are strategies that can be applied to melon farming, namely maximizing land use, increasing cooperation with the government to obtain assistance in the form of materials and information, creating new processed products to increase selling value and attractiveness. , and minimize the development of melon pests and diseases in order to maximize melon productivity. And in the position matrix, melon farming is in position (1.55 :1.29) in quadrant I which shows that this melon farming is strong and has opportunities. The strategy given is aggressive, which uses strengths to achieve profitable opportunities.

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