

## Development Strategy Agropolitan to Optimization Local Product Base Competitiveness Product

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### ABSTRACT

The research objectives are: to know the implementation of regional development strategies, to know the leading agricultural commodities that are marketed, to identify the forms of local economic potential that can be developed and to analyze the competitive advantages of the competitiveness of the products produced. This type of qualitative research uses a case study approach. Research informants are interested parties related to agropolitan areas. The research location is in the agropolitan area of Senduro District, Lumajang Regency. The results of the implementation research are in the form of cooperating and synergizing with traders, the main commodity is banana mas Kirana, creating business opportunities around the location. Another local economic potential is the large number of labor-intensive workers who work as agricultural product transporters. The competitive advantage of product competitiveness in the agropolitan market is that the fruit is fresh, of good quality, until it reaches consumers in prime condition. Products in the agropolitan market have advantages in terms of taste, appearance, because the soil and harvest methods are considered, so the products sold are good.

Keywords: Strategy, Agropolitan, Superior Products, Local Economy, Product Competitiveness



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### INTRODUCTION

Geographically, Indonesia has great potential, especially in the agricultural sector, supported by the geological, climatic and edaphic characteristics (Irwansah & Purnomo, 2019; Lukiana & Sulistyan, 2021a). Indonesia is an agricultural country, where the agricultural sector is the main livelihood for most of the people. The concept of agropolitan development was first introduced by Mc. Douglass and Friedmann (Syahrani, 2001; Nawangsih, 2021b; Lukiana & Sulistyan, 2021b) as a strategy for rural development. Although it includes many things in the development of agropolitan. According to Nasution in Sudaryanto and Rusastra (2000) the concept of Agropolitan

basically tries to accommodate two main things, namely placing the agricultural sector as the main source of economic growth, and the enactment of provisions regarding regional autonomy.

The agricultural sector is one of the fields that has great potential and deserves to be developed, through the concept of agropolitan. The agropolitan market opens up great opportunities for agricultural agribusiness products to become more advanced and developed. The strategy of developing an agropolitan area based on increasing the competitiveness of superior agribusiness products developed in agribusiness activities requires a strong commitment from the local government to realize people's welfare, overcome poverty and expand job opportunities. Agropolitan as an important strategy for poverty reduction in rural areas through accelerating rural economic growth based on the agricultural industry (Roidah, 2017).

Several previous studies related to the important role of agropolitan were carried out by Iqbal and Anugrah (2009). Agropolitan synergies and local economic development can be considered as strategic policies. synergies of agropolitan policies and local economic development can run effectively and efficiently, the implementation of which is sought to rely on the principles of local democracy (locally democratic principle) (Depari, 2018; Nawangsih, 2021a). Development of agropolitan areas as a model for regional development design that synergizes urban and rural development based on agriculture. Determination of superior commodity as an economic driver that has a high multiplier effect and has competitiveness and is able to increase income and community welfare in rural areas. The term agropolitan has emerged in the form of concepts or theories as well as policy implementation. At the concept level, people try to find origins from which agropolitan can be approached with existing concepts. Meanwhile, it was found that agropolitan is the result of an approach to development theories based on the agricultural sector, or the development of agricultural areas (Nugroho, 2008).

Agropolitan development is important to support the progress of a region through the uniqueness of local commodities, to increase the distribution of people's welfare and the sustainability of regional development, local economic activities carried out by the community are accommodated through the existence of areas originating from superior commodities in the agricultural sector. The agricultural sector in an area must have superior commodities to be developed as the main driver of national and regional development growth (Roidah, 2017).

The paradigm of the agriculture-based economic development approach has undergone a change, from which originally relied on the development of agricultural production (cultivating/production sub-systems), to shifting to the development of agribusiness systems and businesses where all agribusiness sub-systems (cultivation, production inputs, agricultural product processing, product marketing, and services) are built simultaneously and harmoniously (Baladina, Anindita, Isaskar, & Sukardi, 2016). The development of agropolitan areas aims to increase people's income and welfare by accelerating regional development and increasing rural and urban linkages by encouraging the development of competitive agribusiness systems and businesses. The target of developing agropolitan areas is to develop agricultural areas that have the potential to become agropolitan areas (Churiyah, 2006).

The existence of the Agropolitan Market is interesting to study in depth, especially in relation to marketing activities for regional superior products, research studies related to the Agropolitan Market were carried out by: Suroyo and Handayani (2014), Agropolitan Area Development in Kulonprogo Regency, Special Region of Yogyakarta. The results show that the development of agropolitan areas has not had a significant impact on rural development in Kulonprogo Regency, because the welfare level of rice, melon and cassava farmers in this area is still below the Kulonprogo Regency average. The influencing factor is the lack of availability of upstream-downstream agribusiness facilities and infrastructure such as raw materials, agricultural machinery, irrigation, marketing and road conditions, so that it becomes the main obstacle for

farmers in increasing productivity and farmers' purchasing power. Research from Roidah (2017), Perspective of Agropolitan Development in Improving Farmers' Economy. The results of the study show the perspective of a mutually beneficial relationship so that there is an equal partnership in business between villagers and city dwellers. Meanwhile, the development of the agropolitan concept to support agribusiness is still relatively low due to limited resources, the development of product diversification that is not yet optimal, and stabilization in optimizing agribusiness development with the aim of obtaining added value and growth for the interests of agropolitan areas, especially in rural areas. The agropolitan system based on superior commodities has not been able to increase farmers' income so that an agropolitan development strategy is needed with the advancement of the competitiveness of superior agribusiness products developed in agribusiness activities (Farhanah & Prajanti, 2015).

Regional economic development strategies can be pursued, among others, by developing regional superior products through supporting local institutional approaches, developing local competencies; developing an economy based on local raw materials, or developing appropriate and location-specific technology (Cluster). Economic institutions do not limit themselves in terms of certain sectors or certain groups of people (Nusantoro, 2011).

Research related to superior banana products in Lumajang Regency was investigated by Budiyanto (2010), with the results of the study, 1) There is a diversity of profiles of banana production, distribution, consumption, and the role of local wisdom 2) Optimizing the role of local wisdom can be the main focus in efforts to develop banana-based food security, and 3) Several important and strategic components in the banana-based food security development model through revitalizing the value of local wisdom and strengthening farmer group institutions.

The concept of the Agropolitan Market is also applied in Lumajang Regency, becoming an interesting phenomenon, where Lumajang Regency is known as an agriculture-based city. Lumajang Regency is an area in East Java with agriculture as the mainstay sector. Lumajang Regency consists of 21 sub-districts, divided into 197 villages and 7 sub-districts. Senduro District is located in the west of Lumajang Regency, about 17 km from the city center, located in a mountainous area with an altitude ranging from 100 to 2,000 m above sea level. The agropolitan area in Lumajang Regency is called Agropolitan Seroja. The Seroja Agropolitan area is located in the Senduro and Pasrujambe sub-districts, the Seroja Agropolitan area. Determination of the Location of the Lumajang Regency Agropolitan Area Development Program for Fiscal Year 2003, based on Lumajang Regent's Decree No. 188.45/498/427.12/2003. The pattern of spatial use in the Seroja Agropolitan Area is adjusted to the agribusiness mechanism. The Seroja Agropolitan area was built with the aim of increasing the economic potential of the agricultural sector, so that people are more prosperous and become additional income from the agricultural sector.

The main agricultural sector in the Seroja Agropolitan Region is bananas. The superior types of bananas in Lumajang Regency are the agung banana and the mas Kirana banana. This commodity is able to provide sufficient income for the welfare of farmers. Through the existence of the Agropolitan Market located in Senduro District, the local economic activities of the community began to be active and dynamic, especially from the agricultural sector. Communities actively use the surrounding environment or vacant land around their homes to plant productive crops which can later be used as additional income for them, such as in Lumajang Regency. The bonus potential of natural resources owned, with fertile soil conditions, provides its own advantages, by being used to plant various types of plants that can thrive. Various superior agricultural products can be produced from the area. The community does not have any difficulties related to the marketing activities carried out. The existence of an Agropolitan market in Senduro District, helps facilitate the community who will sell agricultural products, such as: bananas, coconuts, sweet potatoes and various other agricultural products. In fact, banana products are mainly a superior commodity from Lumajang Regency, because they have their own uniqueness and advantages

compared to other regions. The superior bananas from Lumajang Regency are the agung banana and the mas Kirana banana. The 2 types of bananas have become superior commodities, one of which has gone international, namely Mas Kirana Banana.

The various potentials of agricultural agribusiness owned by Lumajang Regency, contribute to the role of the Agropolitan Market as a medium that facilitates marketing activities, especially for agricultural agribusiness products produced by the local community, as well as providing greater opportunities for local communities related to strengthening local economic activities, especially engaged in agriculture. Based on this background, researchers are interested in conducting an in-depth study, especially from marketing management, by taking the research title " Development Strategy Agropolitan To Optimization Local Product Base Competitiveness Product".

## METHOD

The research activity carried out is qualitative research using a case study approach, with the research location being in the Seroja Agropolitan Area in Senduro District, Lumajang Regency. Informants of the research conducted include: Head of Seroja Agropolitan market in Senduro District, Lumajang Regency, traders, farmers, distributors, consumers, communities and business actors. Data collection techniques using interviews, observation and document studies. Data analysis activities are carried out in stages: the data collection process is carried out by going directly to the object of research. The data from the results of research in the field are quite large, therefore more detailed recording is needed. Reducing data means summarizing, selecting the main points, focusing on the important things, appropriate themes and patterns so as to provide a clear picture and make it easier for researchers to carry out research activities. Displaying data using a coding system, the last stage is the conclusion in qualitative data according to an interactive model which essentially contains descriptions of all subcategories of themes listed in the categorization table and the coding has been completed with verbatim quotes from interviews.

## RESULTS AND DISCUSSION

At the beginning of the establishment, the Agropolitan market only consisted of several main parts, according to initial needs, namely offices and stall locations for selling, with a small number of traders, because it is close to Senduro market, many traders prefer to sell in the market. Senduro is compared to the Seroja agropolitan market, so the market is quiet. The traders prefer to trade in the Senduro market compared to the agropolitan market, because the location is quite strategic, close to roads and shopping areas, so there are many buyers, while the location of the agropolitan market is deeper and buying and selling activities are also in the market location, so that when viewed from the outside there is no buying and selling activity, this condition causes a decrease in the number of buyers to that location, and prefers to trade in the Senduro market.

The agropolitan market over time with cooperation and synergy between the market and traders, gradually succeeded in inviting traders to be interested in selling in the agropolitan market, by providing a more feasible selling location by adjusting the types of products sold according to their respective divisions, to bananas, cassava and sweet potatoes as well as coconut as well as additional locations for shops and stalls selling food around the market location, so that the market becomes more crowded than before. The addition of these places is intended to make traders feel comfortable and the products sold can be more organized and the conditions will always be good, because it is not uncommon for many buyers to directly make buying and selling transactions at that location. So if the condition of the goods being sold is in good condition, the buyer will be interested in buying it.

The location of the stall at the front also has a durian tree which is also the attraction of the location, even at first durian was the initial product marketed at that location, which later developed into a banana market, because the dominant product marketed was bananas. In front of the location of the agropolitan market, there is also a stall for the distribution of Mas Kirana banana products, namely through CV Sewu Segar Nusantara (SSN), so that farmers plant Mas Kirana bananas because there is a guarantee of post-harvest marketing, namely CV Sewu Segar Nusantara (SSN) in Tangerang and PT Mulya Raya in Jakarta. Distributors from Lumajang Regency themselves are Alam Indo and Kirana. To expand its marketing reach, the farmer group of Kandangtepus Village does not only depend on distributors but also establishes a partnership relationship with the Tiara Dewata supermarket in Bali. Partnership in this case must be understood as a strategy and tool to create certainty in the marketing of results, build functional and institutional relationships between agribusiness actors and empower farmers and farmer organizations. Partnerships must create opportunities that are always open for collaboration to achieve mutual benefits through a controlled process so that no one party dominates the other party. So that the partnership will indirectly expand the marketing reach of the products produced.

Main commodities especially in agriculture that are marketed in the agropolitan market include: bananas with various varieties, with certain characteristics and advantages such as: cassava, sweet potatoes, coconuts and fruit crops such as: salak, durian, tomatoes, oranges and soursop, existing agricultural superior products. in Lumajang Regency, quite a lot, only a few types of these products are widely traded in the agropolitan market. Bananas from Lumajang Regency, are one of the best-selling products in the market, when compared to bananas from other regions, because they have several features that are not possessed by bananas from other regions, apart from the taste, appearance and durability of bananas, so that they are more durable and do not wear off. perishable. Bananas are traded in agropolitan markets, there are more choices of products sold, the fruit is fresh and the price is more affordable, and it is not uncommon to even subscribe, traders will give discounts to attract buyers.

Banana fruit, which is one of the horticultural products, is a superior fruit that can be developed intensively to support the main program of the central government in agriculture in sustainable development. The superior types of bananas in Lumajang Regency are the agung banana and the mas Kirana banana. This commodity is able to provide sufficient income for the welfare of farmers. Banana is one of the national superior fruit products. Bananas have the potential to be developed to support the direction of food diversity based on regional advantages. The existence of bananas is expected to substitute for fruit imports that are intensively coloring the national fruit market. Banana is a type of plant that thrives in the lowlands and highlands, wet and dry climates. Bananas bear fruit at any time, easy to find, independent of the season.

One type of banana that is the flagship of the Regency is the Kirana mas banana. Mas Kirana's bananas and the fruit only grow on the slopes of Mount Semeru with an altitude of 3,676 meters above sea level (masl), so they are not found in other areas. The Mas Kirana banana variety is usually used as a table fruit, besides the sweet taste, the appearance of the banana is also attractive. The producers of Mas Kirana bananas in Lumajang divide bananas according to the type of quality category. Bananas for quality B, marketed in traditional markets. Meanwhile, bananas for quality A are marketed to distributors who are then sold to supermarkets in big cities throughout East Java to Indonesia (Hayati, 2020). Pisang Mas Kirana is known at the national level, even internationally. The market demand for Mas Kirana bananas is increasing, both on a local and international market scale. This condition is caused by the fact that the Mas Kirana bananas produced in Lumajang Regency are certified, have good production quality and the production process has implemented a quality assurance system through the application of Standard Operating

Procedures (SOP) accompanied by the local Agriculture Service so that the Kirana Mas bananas are included organic bananas.

The implementation of a quality assurance system on Mas Kirana banana products is carried out starting from the cultivation process, improving harvest handling to post-harvest so as to produce high-quality fruit. The application of SOP on Mas Kirana bananas is used as a form of quality standard mechanism and quality assurance for Mas Kirana bananas as a requirement from the Lumajang Regency Agriculture Service that must be met by all Mas Kirana banana producers in Lumajang Regency. The SPO program has been socialized to Mas Kirana banana farmers in Lumajang Regency since 2006. The application of SPO is one of the requirements that must be met by farmers and is a form of coaching efforts carried out to farmers from the Lumajang Regency Agriculture Service. The program is carried out starting from propagation, maintenance, harvest and post-harvest as well as marketing of production. This Kirana mas banana harvest can be done throughout the year (Direktorat Budidaya Tanaman Buah, 2006)

Another advantage of the Mas Kirana banana is seen from the quality of the commodities produced. The quality of the Mas Kirana banana commodity is recognized at the international level by obtaining a Global GAP Good Agriculture Practice (GAP) certificate from the Dutch Control Union agency in March 2013. The existence of this certificate shows that the quality of Mas Kirana's bananas has great and profitable potential to be developed in the international market. Pisang Mas Kirana also has a Prima 3 certificate from a certification body for domestic organic products. Prima 3 certificate shows that Mas Kirana banana is safe for consumption and free from pesticides and other chemical substances. Pisang Mas Kirana obtains assurance and recognition on standard procedures and production processes with supervision (monitoring and control) through the inspection mechanism and the indicators of this mechanism are in the form of marking, labeling and certification of Banana Mas Kirana.

The advantages of Mas Kirana bananas apart from quality, Mas Kirana bananas have a bright and clean skin color, the fruit shape is quite attractive and the sweet taste of Mas Kirana bananas provides a special attraction for consumers and Mas Kirana bananas are easy fruits. To be consumed as fresh fruit and served on the table, Mas Kirana bananas also have high nutritional content and are good for health. Banana mas Kirana Lumajang Regency has the potential to be developed both domestically and abroad. The existence of globalization or the era of free trade makes the desire to be able to penetrate the international market more wide open. To be able to penetrate the international market or export, the Mas Kirana banana commodity in Lumajang Regency must have competitiveness in order to be able to survive and compete with similar products in foreign countries. In the context of developing the Mas Kirana banana agribusiness, the government and all stakeholders are looking at the international market.

The existence of this agropolitan market indirectly becomes an attraction for local residents to take advantage of it as a business opportunity, for example opening a stall, shop or selling food and drinks around the location. Local residents take advantage of market opportunities that are quite crowded during buying and selling transactions by opening businesses around the location, so that they are able to serve consumers or distributors who not only carry out marketing activities, but also their food and beverage needs.

Some of the farmers who sell the agricultural products they produce, many of them also take advantage by selling products according to orders from consumers or traders in the market, which may be of different types from the ones they sell, so that farmers can get other profitable additional income.

Another local economic potential that can be created in this environment is that there are many labor-intensive workers, especially those who take advantage of loading and unloading bananas to

become agricultural product transporters, most of whom are dominated by men, and it is not uncommon for women to take advantage of these opportunities. by collecting bananas that are too ripe to be sold to be used as food that can be resold, so that it can become a profitable new business opportunity. This kind of condition can also be an indicator of the creation of new business opportunities by taking advantage of the opportunities that exist in that location. Another business opportunity that was also found at the Seroja agropolitan market location is that there are several workers who have cattle at home collecting used banana stems, to be used as additional food for their cattle, thus saving costs on animal feed that is issued and more natural. because it does not add additional feed which costs much more. So that all buying and selling activities in the agropolitan market can run optimally, because everything that exists can be maximized and is very helpful for local residents.

The competitive advantage of the competitiveness of products sold by farmers in the agropolitan market is from fresh produce with good quality, so that when distributed to consumers the product is in prime condition. Maintaining the continuity and quality of the products sold is mandatory if you want the products marketed to be sold. This kind of condition is well realized by traders who sell in agropolitan markets, so that if the product being sold is of less than optimal quality because there is a defect in the product being sold, they will offer it at a different price with a good quality product. This is done so that consumers feel satisfied and consumers do not feel disadvantaged by getting products that are not as expected.

Products sold in agropolitan markets are different from products produced from other regions, both in terms of taste and appearance, because soil and harvesting methods are considered, so the products sold are good. Bananas marketed from Lumajang Regency have certain advantages, for example, Mas Kirana banana, apart from being one of the superior products from Lumajang Regency, Mas Kirana banana has a sweet taste, attractive size, gilig fruit shape, with an attractive fruit skin color, the outer skin is not soft. sticks to the fruit so that it is easier to peel, the fruit is not easy to stem from the fruit stem, so it is more durable and does not rot easily, while other types of mas bananas besides mas bananas are more prone to rot, when ripe they are easier to spot on the skin the outside so that it is less attractive, and the condition of the fruit that quickly softens, making it less attractive if it is used as a table fruit if the condition is too ripe.

Bananas produced from Lumajang Regency, differ in quality and taste compared to other regions, apart from the fact that the soil is more fertile, most of the planting methods are still using the traditional method, namely with natural fertilizers so that the banana taste becomes sweeter and the shape is more attractive and not easy. rotten. Great bananas from Lumajang Regency have also become other mainstay commodities besides Mas Kirana bananas, and even become an icon of Lumajang Regency. This type of banana resembles a banana but has certain interesting characteristics that are the hallmarks of the agung banana, including: a sweet taste, a slightly smaller external appearance than a banana, has spots on the skin and the number of seeds is not too much. usually only about 5 to 7 bananas. Great bananas are not easily mushy even though the outer skin condition is dark brown, but the inside of the fruit remains the same so that it is more durable and lasts longer.

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outer skin condition is dark brown, but the inside of the fruit remains the same so that it is more durable and lasts longer.

## CONCLUSION

The agropolitan market cooperates and synergizes with the traders, bringing an impact on the increasing number of traders selling in that location, the agropolitan market provides a more feasible selling location by adjusting the type of product sold according to their respective divisions, including additional locations for shops and stalls selling food around the market location, so the market becomes more crowded than before.

Banana is one of the national superior fruit products. Bananas have the potential to be developed to support the direction of food diversity based on regional advantages, including the mas Kirana banana and the agung banana which are the main commodities of Lumajang Regency. The advantages of Mas Kirana bananas apart from quality, Mas Kirana bananas have a bright and clean skin color, the fruit shape is quite attractive and the sweet taste of Mas Kirana bananas provides a special attraction for consumers and Mas Kirana bananas are easy fruits. To be consumed as fresh fruit and served on the table, Mas Kirana bananas also have high nutritional content and are good for health. Forms of Local Economic Potential that Can Be Developed in the Agropolitan Market Area.

The existence of this agropolitan market indirectly becomes an attraction for local residents to take advantage of it as a business opportunity, for example opening a stall, shop or selling food and drinks around the location. Another local economic potential is that there are many labor-intensive workers, especially those who take advantage of loading and unloading bananas to become agricultural product transporters. So that all buying and selling activities in the agropolitan market can run optimally, because everything that exists can be maximized and is very helpful for local residents.

The competitive advantage of product competitiveness in the agropolitan market is that the fruit is fresh, of good quality, until it reaches consumers in prime condition. Products in the agropolitan market have advantages in terms of taste, appearance, because the soil and harvest methods are considered, so the products sold are good. Banana mas Kirana is known at the national and international level. The demand for Mas Kirana bananas is increasing, both on a local and international market scale. The quality of Mas Kirana bananas is recognized internationally through the Global GAP Good Agriculture Practice (GAP) certificate from the Dutch Control Union agency in March 2013. Safe for consumption, free of pesticides and other chemicals. Pisang Mas Kirana obtains guaranteed recognition on standard procedures, and the production process with supervision (monitoring and control) through inspection mechanisms in the form of marking, labeling and certification of Banana Mas Kirana.

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