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THE POTENTIAL DEVELOPMENT OF LEADING FRUIT COMMODITY AGRIBUSINESS IN SAMARINDA CITY OF EAST KALIMANTAN, INDONESIA

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ABSTRACT
The potential and strategy for developing fruit commodity agribusiness that can be developed on an urban scale, especially in the Samarinda City area, needs to be learned. This is to improve the horticulture competitiveness, which drives increase in production, market access and export supported by sustainable and environmentally friendly cultivation, as well as increasing the product added value for the farmers' welfare. The aim of this study is to determine the leading fruit commodity agribusiness development potential in Samarinda City by identifying the most appropriate types of fruit crops to be developed according to urban conditions, and formulating a model of fruit commodity agribusiness development strategy based on the appropriate type of commodity. The research location was intentionally determined (purposive). The research method used was descriptive method. This study used Location Quotient Analysis as an analytical tool to determine leading fruit commodities in Samarinda City and SWOT analysis to identify factors and development strategies. The results showed that Samarinda City has the potential to develop leading agribusiness fruit commodity, namely Melon, Durian, and Papaya. Some alternative development strategies are: developing fruit commodity areas and centers, increasing fruit production, increasing farmers' knowledge in using digital market (online marketing), developing garden tourism (agritourism), expanding marketing networks, empowering farmer institutions, and developing household-scale fruit cultivation businesses.

KEY WORDS
Fruits, location quotient analysis, SWOT analysis, development strategy, Samarinda City.

Agribusiness is an activity related to the handling of agricultural commodities in a broad sense, which encompasses one or all of the production chain, input and output processing (agroindustry), agricultural marketing inputs and outputs, and supporting institutional activities (Sa'id, 2007). The development of agribusiness is a crucial effort to achieve several objectives, namely: attracting and promoting the emergence of new industries in the agricultural sector, creating a resilient, efficient, and flexible agricultural structure, generating added value, increasing foreign trade earnings, creating job opportunities, and improving distribution of income. Agribusiness also serves as the driving forces behind agricultural development and is expected to play a significant role in regional development activities, including the goals of regional development, economic growth, and national stability (Anoraga, 2014). The agribusiness sector plays a crucial role and contributes to economic development, including increasing food production for domestic consumption, serves as largest employment pool, industries market expansion, increasing savings, and boosting foreign trade earnings (Ika, 2022).

Leading commodities are defined as the base commodities, which are produced in excess for the purpose of meeting the needs of the community in a particular region which allows the surplus to be sold outside that region. As a result of moving them outside the region, supporting activities can be created to enhance the value added and expand

employment opportunities (Saragih, 2010). According to (Miroah, 2015), leading commodities are profitable commodities that are relied upon to be developed or cultivated in a particular region. Future agricultural development will focus on the potential of the region, the advantages of its commodities, and its competitiveness both domestically and internationally (Widyantari & Maulany, 2020).

Indonesia has a vast diversity of plant species. There are 226 types of native fruit-bearing plants in Indonesia that are edible, with the majority growing wild in forests (184 types), only a small portion of them have been cultivated (62 types), with 18 of them are endemic species to Indonesia (Dodo, 2015). Fruits are a source of vitamins (especially vitamin C and Carotene or provitamin A) and minerals such as Calcium, Phosphorus, and others in small amounts. Fiber is abundant in the skin of fruits. Therefore, if a fruit can be eaten with its skin, it is recommended not to peel it, just wash it thoroughly. Each fruit has a different content of vitamins and minerals. For example, Starfruit, Durian, Guava, Orange, Mango, Melon, Papaya, Rambutan, Sapodilla, and Soursop are fruits that contain relatively high levels of vitamin C compared to other fruits. Meanwhile, Guava, Mango, Banana, and Jackfruit are sources of provitamin A that are very high.

In the last 25 years, the agricultural sector has been one of the strategic and flagship businesses in Indonesia's economy, even during the COVID-19 pandemic that had a significant impact on all aspects of national and global economies, where a decline occurred in several economic sectors, the agricultural sector experienced an increase in the second and third quarters of 2020. This agribusiness subsector has a significant contribution to macroeconomic stability, growth, job creation, foreign trade earnings from exports, and a source of raw materials for downstream agricultural industries. East Kalimantan Province, based on export performance, one of which is agriculture, managed to hold back the country's export balance deficit. East Kalimantan is the only province whose export performance is in surplus during the pandemic. This data shows that the agricultural sector has excellent prospects in supporting the economy of communities and regions (BPS-Statistics of Kalimantan Timur Province, 2022).

In the last three years, the agricultural subsector has not been able to drive economic growth in Samarinda City. This is because the agricultural subsector is not a flagship subsector in Samarinda City, but rather the industrial, trade, and services sectors. Area in Samarinda City were mostly used for non-agricultural land (houses/buildings, state forests, swamps, and others), amounting to 46,203 ha or 64.35% of Samarinda City's total area (BPS-Statistics of Samarinda Municipality, 2021). The limited availability of land for agricultural development in Samarinda City makes it more rational to develop agribusiness in fruit commodities. Because fruit commodities do not require extensive land availability but can be developed in limited areas. Thus, the development concept is more directed towards supporting the city's food resilience. Another benefit of developing fruit commodities is that it can shorten distribution channels and marketing chains because of their availability within Samarinda City. Developing agribusiness by relying on fruit commodities is a realistic choice to be developed on an urban scale.

The purpose of this research is to explore the potential of developing agribusiness in fruit commodities as one of the economic driving forces in Samarinda City. With this purpose, the objectives of this research are:

(1) to identify the potential of developing agribusiness of fruit commodities in Samarinda City by determining the most suitable type of fruit crop to be developed according to urban conditions;

(2) to formulate a model of agribusiness development strategy for fruit crops based on the appropriate type of commodity.

The output indicators to be achieved from this research are the production of scientific studies on urban-based agribusiness development of fruit commodities that support food security and recommended as one of the community economic development programs in the field of agriculture in Samarinda City. Additionally, it is also expected to create a model of fruit agribusiness development that can be independently developed by the community in urban areas.

METHODS OF RESEARCH

This research was conducted in Samarinda City, with the research location intentionally determined (purposive) based on the consideration that Samarinda City is a strategic city as the capital of East Kalimantan Province. The research was conducted from June to September 2022.

The method used in this research is descriptive. Descriptive method is a method that search for facts with appropriate interpretation. Descriptive research studies problems and procedures that applies in society and specific situations, including relationships, activities, attitudes, perspectives, and ongoing processes and the influence of a phenomenon (Arikunto, 2019).

The data obtained in this study are secondary data. According to (Sugiyono, 2019), secondary data were a set of data published or used by organizations that were not the data processors, where the data used are the production data of fruits and total production data of the horticulture sub-sector in Samarinda City and East Kalimantan Province in 2019-2021. The secondary data in this study were obtained from BPS-Statistics of Samarinda Municipality, BPS-Statistics of Kalimantan Timur Province, Department of Food, Food Crops and Horticulture of East Kalimantan Province. Other supporting data such as books, articles, journals, and others were obtained from libraries in the Agriculture Polytechnic of Samarinda environment, relevant offices or institutions, and online media.

This study utilizes Location Quotient (LQ) analysis and SWOT analysis. LQ analysis is used to measure the leading sectors in a region (Zheng, 2017). LQ analysis is also used to determine the level of specialization of economic sectors in a region and identify the base or leading sectors (Niyimbanira, 2018). Essentially, this technique presents a relative comparison between the capabilities of a sector in the investigated region and the same sector in the reference region (Osly et al., 2020). In this study, LQ analysis is employed as an analytical tool to identify the leading commodity of food crops in each district in Samarinda City, specifically from the supply side (production or population). The formula is: $LQ = (xi/x) / (Xi/X)$; where xi = production of commodity i at the city/regency level, x = total production of the horticulture sub-sector at the city/regency level, Xi = production of commodity i at the provincial level, X = total production of the horticulture sub-sector at the provincial level.

The calculation of LQ resulted in three (3) criteria, which are: (1) $LQ > 1$, base sector, which means that the commodity is a base or a source of growth, the commodity has a comparative advantage, not only fulfilling the needs of the local area but also capable of being exported outside the region; (2) $LQ = 1$, non-base sector, this indicates that the commodity is classified as non-base and does not have a comparative advantage, its production is only sufficient to meet the local area's needs and is not capable of being exported; (3) $LQ < 1$, non-base sector, this means that the commodity is also classified as non-base, the production of the commodity in a particular area is not sufficient to meet its own needs, requiring supply or imports from outside

SWOT analysis is used to identify factors and strategies that represent the best fit between them, based on the assumption that an effective strategy will maximize strengths and opportunities while minimizing weaknesses and threats (Sulasih & Sulaeman, 2020). SWOT analysis is a tool used to develop alternative strategies based on the external environmental situation (strengths and weaknesses) and internal factors (opportunities and threats) (Anggorowati et al., 2021). Strengths: internal factors or attributes that give an organization or project a competitive advantage and contribute to its success, these can include resources, expertise, strong brand reputation, unique selling propositions, or skilled personnel; Weaknesses: internal factors or attributes that hinder the organization or project's performance and competitiveness, these can include limited resources, lack of expertise, poor infrastructure, inadequate marketing strategies, or internal operational challenges; Opportunities: external factors or conditions in the business environment that can be exploited to create growth, competitive advantage, or new possibilities, opportunities can arise from market trends, technological advancements, changes in consumer behavior, emerging market, or favorable regulatory changes; Threats: external factors or conditions

that pose risks or challenges to the organization or project's success, threats can come from competition, changing market dynamics, economic fluctuations, legal or regulatory constraints, technological disruptions, or shifts in consumer preferences.

SWOT analysis is applied by analyzing and sorting various elements that influence the four factors and then applying them in a SWOT matrix diagram (Rangkuti, 2017). After gathering all the information and conducting internal and external analysis, alternative strategies can be developed using the SWOT matrix. This process can result in four (4) sets of possible strategies, namely: (1) Strengths-Opportunities (SO) Strategies: these strategies leverage the internal strengths to take advantage of external opportunities, they focus on using the strengths of the organization to capitalize on favorable external factors; (2) Strengths-Threats (ST) Strategies: these strategies aim to mitigate or overcome external threats by leveraging internal strengths, they focus on utilizing the strengths of the organization to minimize the impact of potential threats; (3) Weaknesses-Opportunities (WO) Strategies: these strategies aim to minimize internal weaknesses by taking advantage of external opportunities, they focus on addressing internal weaknesses to capitalize on favorable external factors; (4) Weaknesses-Threats (WT) Strategies: these strategies involve minimizing weaknesses and avoiding threats, they focus on addressing internal weaknesses and avoiding or mitigating potential external threats.

RESULTS AND DISCUSSION

Samarinda City is the capital of East Kalimantan Province, located between 0°19'02" - 0°42'34" South Latitude and 117°3'0" - 117°18'14" East Longitude. The total area of Samarinda City is 718 square kilometers or 71,800 hectares (BPS-Statistics of Samarinda Municipality, 2021). Based on its geographical position, Samarinda City is surrounded by Kutai Kartanegara Regency. The average climate conditions of Samarinda City from 2019 to 2021 were 28.10°C temperature, 78.33% air humidity, 2072.37 mm^3 annual rainfall, 11.00 Knot wind speed, 48.33% sunshine duration, 1012.23 Mbs air pressure.

The total area of Samarinda City is 718 square kilometers or 71,800 hectares, divided into 10 sub-districts, namely Palaran, Samarinda Ilir, Samarinda Kota, Sambutan, Samarinda Seberang, Loa Janan Ilir, Sungai Kunjang, Samarinda Ulu, Samarinda Utara, and Sungai Pinang. Based on its land use in 2020, the majority of Samarinda City's area were used for non-agricultural purposes, amounting to 46,203 hectares or 64.35% of the total area of Samarinda City (BPS-Statistics of Samarinda Municipality, 2021). Samarinda City is predominantly characterized by podzolic soil. The use of this soil type for agricultural purposes typically allows for good production only in the first year before the surface nutrient elements are depleted. The acidic soil reaction and low base saturation are major hindrances to agricultural activities. Proper measures such as liming, fertilization, and appropriate management practices are necessary for optimal utilization. The productivity of agricultural land is influenced by several factors, including conducive climate/weather conditions, superior seeds, fertilizers, water supply, pest and disease control, and post-harvest management. Hence, in addition to natural factors, human efforts in agricultural management greatly influence its productivity level.

The population of Samarinda City in 2021 was 831,460 people, with a population growth rate of 0.04% per year from 2020 to 2021. The sex ratio in 2021, which compares the number of males to females, was 104. The population density in Samarinda City in 2021 reached 1,158.02 people per square kilometers. The population density in the 10 sub-districts varies significantly, with the highest population density found in Samarinda Ulu sub-district at 5,930.97 people per square kilometers and the lowest in Palaran sub-district at 289.07 people per square kilometers (BPS-Statistics of Samarinda Municipality, 2022b).

The contribution of various economic sectors in producing goods and services greatly determines the economic structure of a region. The economic structure formed by the value-added created by each sector reflects the extent to which a region relies on the production capacity of each sector. The contribution of the Agriculture, Forestry, and Fisheries sector to the GRDP in 2021 based on current prices was 1.24 trillion Indonesian Rupiah (1.74%).

This means that the Agriculture, Forestry, and Fisheries sector only contributed 1.74% to the formation of the GRDP based on current prices in Samarinda City. This contribution decreased compared to 2020. The Gross Regional Domestic Product (GRDP) of Samarinda City based on current prices reached 71.15 trillion Indonesian Rupiah in 2021. In nominal terms, the GRDP experienced an increase of 4.63 trillion Indonesian Rupiah compared to 2020, which was 66.52 trillion Indonesian Rupiah (BPS-Statistics of Samarinda Municipality, 2022a). The increase in GRDP in 2021 indicates an improvement in the economic condition of Samarinda City since the onset of the Covid-19 pandemic in 2020.

Economic growth is one of the macro indicators to assess the real economic performance in a region. Economic growth can be seen as an increase in the quantity of goods and services produced by all economic sectors in a region over a one-year period. In 2021, the Gross Regional Domestic Product (GRDP) of Samarinda City constant-price reached 46.28 trillion Rupiah, compared to 45.04 trillion Rupiah in 2020. This indicates a growth of 2.76% in the GRDP of Samarinda City in 2021, showing an improvement compared to the previous year's economic growth of 0.99%. In 2021, the Agriculture, Forestry, and Fisheries sector grew by 0.32%, which is slower than the growth rate of 0.66% in 2020 (BPS-Statistics of Samarinda Municipality, 2022a). This indicates that the Agriculture, Forestry, and Fisheries sector in Samarinda City is still in the process of recovery after being affected by the Covid-19 pandemic.

The results of the LQ analysis for fruit commodities in Samarinda City from 2019 to 2021 are presented in the following Table 1.

Table 1 – Location Quotient (LQ) Values of Fruit Commodities in Samarinda City

Fruit name	LQ			Average
	2019	2020	2021	
Watermelon	0.54	0.15	0.32	0.33
Melon	0.00	0.35	5.97	2.11
Durian	0.65	3.16	1.06	1.62
Citrus/Sour Orange	0.11	0.33	0.08	0.17
Mango	0.48	0.34	0.12	0.31
Papaya	1.72	1.68	0.52	1.31
Banana	0.56	0.40	0.77	0.58
Snakefruit	0.34	0.08	0.07	0.16
Pineapple	0.14	0.09	0.01	0.08
Rambutan	1.02	0.65	0.19	0.62

Based on the table, it is known that from the average LQ values, there are three commodities that have LQ values > 1, namely Melon, Durian, and Papaya. The commodities of Melon, Durian, and Papaya in Samarinda City are classified as leading commodities with average LQ values of 2.11 (Melon), 1.62 (Durian), and 1.31 (Papaya). These three fruits have significant production compared to the overall production of the same fruits in East Kalimantan Province. This makes Melon, Durian, and Papaya become leading fruit commodities. Samarinda City is one of the cities/districts that produce Melon, Durian, and Papaya in East Kalimantan Province, and its production can meet the local needs as well as the demand from outside the region.

The potential for developing fruit agribusiness is highly open in urban areas, as it can be grown by residents in small plots using polybags. It can also be utilized as agritourism business for fruit picking activities. The most suitable fruit commodities for cultivation in Samarinda City are Melon, Durian, and Papaya.

In general, the formulation of agribusiness-oriented fruit crop development strategy involves a comprehensive inventory of internal and external factors. Internal factors encompass strengths and weaknesses, while external factors include opportunities and threats.

Strengths: (1) Strategic location: the strategic location of Samarinda as the provincial capital and center of government in East Kalimantan, as well as the accessibility for the community to obtain fruits, is a strength that attracts people to engage in fruit agribusiness; (2) Availability of seed breeders: the existence of institutions supporting the development of

fruit seedlings, whether from the government or practitioners such as the Horticulture Main Seed Center (Balai Benih Induk Hortikultura), seed breeders, producers, and traders of fruit seedlings, facilitates people's involvement in fruit agribusiness. Fruit seed breeders have even marketed their seedlings online; (3) Availability of facilities, infrastructure, and resources: adequate facilities, infrastructure, and resources reaching all parts of Samarinda make it easier for people to engage in fruit agribusiness. Facilities include agricultural equipment, infrastructure includes business premises, and resources include road access. Currently, there are 12 agricultural stores scattered throughout Samarinda. As for the fruit produce, it can be marketed to markets, malls, fruit stores, or sold directly at home or even in the orchards. There are currently 10 markets, 7 plazas and malls, and 10 fruit stores spread across Samarinda; (4) Availability of cultivation technology: the cultivation technology for fruit crops in small plots, developed by the Agricultural Extension and Human Resources Development Center (Balai Penyuluhan dan Pengembangan Sumber Daya Manusia Pertanian) under the Department of Food, Food Crops, and Horticulture in East Kalimantan, employs hydroponic methods with fertigation systems. This technology can save on maintenance costs as the plants are protected from pest and disease attacks. The development unit is involved in the cultivation and provision of various fruits using grafting techniques, such as Durian, Lai, Kelengkeng, Citrus, Rambutan, and Duku seedlings. They also provide media and fertilizers.

Weaknesses: (1) Small agricultural land: the ownership of small agricultural land is due to the conversion of agricultural land caused by the condition where the production of fruits does not meet livelihood needs, which eventually leads to the sale of land or its conversion for non-agricultural purposes; (2) Low access to capital: the ability to supply capital from fruit agribusiness practitioners themselves is very limited, so they are unable to grow on their own, thus requiring external capital. On the other hand, the trust of investors to collaborate is also very weak due to the lack of profitable business certainty. The needs in fruit cultivation development still face difficulties in obtaining financing. The agricultural credit distribution system also does not operate effectively. Credit amount measured by timelines, appropriate amounts, targeted beneficiaries, are very small, resulting in slow investment growth in the agribusiness sector, while the working capital distribution is unable to support sustainable production processes. In addition, agribusiness is always seen as a sector that generates money slowly, has high financial risks, and lacks prestige, which makes it less attractive to investors, including the banking sector. This situation has led to the emergence of profit-sharing business models, which are still difficult to be legally protected in terms of financial security; (3) Suboptimal cultivation management: since most farmers has not made fruit farming their main source of income, it is not managed intensively. Most agribusiness practitioners also do not have high managerial skills and entrepreneurial spirit to turn their business into successful and rapidly growing ventures. On the other hand, managerial skills are one of the main prerequisites for winning global competition; (4) Weak marketing system: the marketing system plays a role in delivering goods and services from producers to consumers. The weakness of the marketing system causes small farmers to still have difficulty breaking free from dependence of middlemen. As a result, many farmers are trapped in poverty due to the long distribution channels that makes farmers receive minimum profits. The accessibility of agribusiness practitioners to marketing information is very limited, requiring partners with experience and wide market access. This is particularly important for marketing horticultural products both national and international wise.

Opportunities: (1) Fruit demand: per capita consumption needs are influenced by the number of consumers, changes in consumption preferences, price levels, and income levels of the community. Per capita fruit consumption has greater elasticity compared to staple food consumption, so the consumption level is closely related to demand; (2) Information technology advancements: the development of information technology that supports fruit product marketing presents an opportunity for businesses to utilize digital marketing and strengthen agricultural digitalization through the development of information systems; (3) Regional autonomy: the implementation of regional autonomy gives authority to regional governments to manage and utilize all regional potentials in achieving self-reliance. In

relation to the development of fruit commodity agribusiness, the local government needs to develop appropriate development strategies; (4) Labor absorption: various businesses emerge to handle the movement of goods from farmers to consumers. The development of fruit commodities can play a role in absorbing labor, thus helping to reduce unemployment rates. The development of fruit commodities can absorb a significant amount of labor, ranging from seed preparation, planting, plant maintenance, harvesting, post-harvest processing, to distribution and marketing.

Threats: (1) Global competition: the international economic activities and global competition in the fruit product sector have negative impacts, such as undermining small businesses and impeding industrial sector growth. Indonesia's involvement in the World Trade Organization (WTO) and global trade since 2020 has made the competition even more intense; (2) Awareness of fruit product quality: the public's awareness of a healthy lifestyle can increase the demand for fruit consumption, including considering the quality of the products. The fruit plant sector needs to focus on improving high-quality products and targeting the global market. Certification is one way to ensure agricultural products meet established standards (Indonesian National Standards for Agriculture). The certification of agricultural products (vegetables and fruits) is carried out by Center for Agricultural Standardization and Quality Assurance (BPSMP). Certification not only determines the quality assurance of agricultural products but also enhances the competitiveness of the products in the market. Certified products can enter regions/countries that require technical requirements for the commodities; (3) Fluctuation of fruit commodity prices: price changes occur due to market mechanisms, resulting in increases or decreases in the value of the prices themselves; (4) Decreased purchasing power: unstable economic conditions can affect the purchasing power of the community towards fruits, as people prioritize their primary needs.

The SWOT analysis has yielded several alternative development strategies for the prominent fruit agribusiness in Samarinda City. These strategies include: S-O Strategy are as follows: (1) Developing fruit commodity zones and centers: developing production centers by constructing areas suitable for the prominent fruit commodities in the region. Empowerment efforts should focus on the leading fruit commodities. For Samarinda City, the focus can be on Melon, Durian, and Papaya. According to the Masterplan for Food and Horticultural Plantations in East Kalimantan (2018), two fruit commodities developed in East Kalimantan are Banana and Papaya. Samarinda City has been designated as one of the locations for the development of Papaya plantations; (2) Increasing fruit production: all efforts and resources should be directed towards increasing domestic fruit production. The production of all prominent fruit commodities, such as Melon, Durian, and Papaya, should be enhanced. The increase in fruit production should be aligned with consumer demand and supported using information technology that can access information on supply and demand, representing the relationships between potential buyers and sellers. The production orientation should not only cater to the domestic but also international markets.

W-O Strategy are as follows: (1) Enhancing farmers' knowledge in using digital/online marketing: improving farmers' knowledge in utilizing digital market to promote their products through information technology applications; (2) Developing Garden tourism (agritourism): creating garden tourism in the form of educational tours where visitors can learn directly about the planting process and the products generated from the agro-industrial area. Garden tourism activities should prioritize environmental sustainability. This strategy not only enhances food production but also generates added value and foreign trade through agritourism services, hospitality, restaurants, and catering industries.

S-T strategies are as follows: Expanding marketing networks in the era of global competition to attract consumers while maintaining quality and competitive prices.

W-T strategies are as follows: (1) Empowering farmer institutions: establishing cooperatives, particularly Village Unit Cooperatives (KUD), to support members' economic empowerment. Effective agricultural extension and communication provide technical guidance to farmers, enabling them to consistently apply good cultivation techniques in managing their business. The development of farmer groups is expected to assist farmers in

obtaining information, inputs, and marketing support for effective operations; (2) Developing household-scale fruit cultivation businesses: fruit cultivation can be carried out at the household level by growing fruits in polybags in the backyard, serving as economic driving forces for the community.

The SWOT matrix for fruit commodities agribusiness development strategies is shown in Table 2.

Table 2 – SWOT Matrix for Fruit Commodities Agribusiness Development Strategies

n/n	*Strengths (S)* Strategic location; Availability of seedling nurseries; Availability of facilities and infrastructure; Availability of plant cultivation technology.	*Weaknesses (W)* Limited agricultural land; Limited access to capital; Suboptimal cultivation management; Weak marketing system.
Opportunities (O) Fruit demand; Information technology development; Regional autonomy; Labor absorption.	Developing fruit commodity areas and centers; Increasing fruit production.	Improving farmers' knowledge in utilizing digital market (online marketing); Developing garden tourism (agritourism).
Threats (T) Global competition; Fruit product quality; Fluctuation of fruit commodity prices; Decreasing purchasing power.	Expanding marketing networks.	Empowering farmer institutions; Developing household-scale fruit cultivation businesses.

CONCLUSION

Samarinda has the potential to develop agribusiness in the fruit commodity sector as one of the driving forces of the local economy and increasing the regional revenue with identified fruit crops as leading commodities (LQ > 1), namely Melon, Durian, and Papaya.

Several alternative strategies for the development of priority fruit agribusiness are: developing fruit commodity zones and centers, increasing fruit production, enhancing farmers' knowledge in utilizing digital market (online marketing), developing fruit garden tourism (agritourism), expanding marketing networks, empowering farmer institutions, and developing household-scale fruit cultivation businesses.

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