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Science Association

# Maritime Infrastructure and Regional Development

Manado, July 17-18 2017

## Collection of Abstracts

Faculty of Economics and Business, Sam Ratulangi University  
Indonesian Regional Science Association



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# **An Exotic Mangosteen in Purwakarta Regency, Indonesia: A Conceptual Model for Rural Agribusiness Development**

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## **ABSTRACT**

Mangosteen in Indonesia has its own comparative advantages in the international market. The emergence of problems in the cultivation and production technology make the quality and quantity of mangosteen vary in each region. Purwakarta is one of mangosteen production area in West Java in which the farmers encountered some obstacles in their crop production, thus received low output prices. The main problem is the delayed harvest season of mangosteen in the last two years due to extreme weather changes in Indonesia. The conceptual model is needed as an effort to map out the problems and treatment through systems thinking method, soft system methodology. The conceptual model is expected to help policy maker to define a roadmap for the future rural resource development based on the leading commodity. This study used primary data that were collected in 2017 from 20 participants through Focus Group Discussion. The conceptual models that are suggested based on this study are as follows: production system, the collaboration from university and government in order to increase the quality and quantity of mangosteen production, reform the function of farmers group, and the establishment of an association.



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