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Reny Sukmawani^{1*}, Maman Haeruman K.^{2*}, Lies Sulistiyowati², Tomy Perdana²

Determining agricultural superior commodity in the district of Sukabumi through a combination method of LQ, description scoring, and competitive analysis

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Full Length Research

Determining agricultural superior commodity in the district of Sukabumi through a combination method of LQ, description scoring, and competitive analysis

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The objectives of this study was that a superior commodity could be carefully determined and well developed. Technique of analysis was the combination of location quotation (LQ), description scoring, and competitive analysis. Agregation method was conducted by using Comparative Performance Index (CPI), a comparison technique between performance index or composite index to determine ranking of various alternatives. The commodities being analyzed consisted of corn, peanut, cassava, chili, tomato, legume, papaya, banana, mangosteen, durian, mango, rambutan, chrysanthemum, and tuberos. The results of this study indicated that the first rank of a superior commodity was papaya. Based on this study, the determination of superior agricultural commodity through this combination model could be used as the best alternative and could be developed for any other region.

Key words: Superior commodity, LQ, description scoring, competitiveness, CPI

INTRODUCTION

The challenge of Indonesian agricultural development in facing globalization, as a matter of fact, related to small scale of business farming. Educational level of the peasants were relatively low, small size of farm land being occupied, low of capital as well as low productivity. Those condition may certainly require a concept which is really focus and that is able to create business integration, upstream to downstream businesses. For those reasons, developing a superior agricultural commodity could be offered as alternative of solution.

A case study was applied in the district of Sukabumi due to her potential agricultural resources as geographical characteristics of this region which so far had not been developed. Although Sukabumi is one of the largest

district among the others in Java and Bali, in fact it needs to make some efforts in enhancing its development. And one of the efforts is to develop a superior agricultural commodity.

Within the context of developing superior agricultural commodity, the governmental agency on agriculture in this district had made a special arrangement to develop production center of the superior commodity in each of the sub-districts in Sukabumi. Unfortunately, the efforts were just only a general policy to enlarge a special commodity in this region, whereas the determination of value added for the farmers and the advantage of regional income for the district were neglected.

Some of the agricultural commodities that were determined as superior, according to the governmental agency in the district that were also mentioned in her 2012 – 2015 strategic planning period consisted of corn, peanut, cassava, red chili, tomato, papaya, banana, mangosteen, chrysanthemum, and tuberos. The

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