

Analysis of Sustainability Status and Strategies for Improving Mango Agribusiness Performance in Kapongan District, Situbondo Regency

Anwar Firmansyah¹, Rizal², dan Muksin³

¹*Student of Postgraduate, Agribusiness, Politeknik Negeri Jember*

²*Lecturer of Postgraduate, Agribusiness, Politeknik Negeri Jember*

³*Lecturer of Postgraduate, Agribusiness, Politeknik Negeri Jember*

e-mail: anwarfirman0110@gmail.com

ABSTRACT

Situbondo Regency is one of the regencies in East Java known as the City of Mango and as one of the centers of mango production in Indonesia. In the era of free trade, Indonesian mangoes have a great opportunity to take a part in the international market, but in the midst of intense competition in the international market, Indonesian mangoes are not yet able to compete. There are still several obstacles in the development of mango agribusiness including the lack of variety, quality, continuity of supply and quantity according to the dynamics of market demand, inequality in knowledge mastery knowledge and technology, land as the main asset, capital, and market access. The purpose of this study was to determine the level of agribusiness and strategies for improving the performance of mango agribusiness in Situbondo Regency so that it is hoped that the influencing factors and the appropriate policy alternatives for causes and strategies for increasing mango agribusiness using the MDS (Multidimensional Scaling) analysis method and AHP (Analytic Hierarchy Process). The results of this study were for the ecological dimension with a value of 66.60 (sufficiently sustainable), the economic dimension of 68.35 (sufficiently sustainable), the social dimension of 63.30 (enough sustainable), technology dimension 48.79 (less sustainable) and institutional dimension 52.06 (moderately sustainable) with the results of the analysis used AHP (Analytic Hierarchy Process) has the five most dominant attributes with an inconsistency value of 0.03 had met the requirements of 0.10.

Key Words: *Mango, MDS, AHP, Agribusiness Performance, Situbondo*