

## **ANALYSIS OF HORTICULTURE ANNUAL FRUIT LEADING COMMODITIES IN BANYUWANGI REGENCY**

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### ***ABSTRACT***

The Government of Banyuwangi Regency has established the agricultural sector as a leading sector in Banyuwangi Regency. The cultivation of horticultural crops, especially fruits, promises high profits with promising selling prices and wide open market demand, so that many farmers and agribusiness players in Banyuwangi Regency are interested. In the midst of limited regional financial capacity, the Regional Government of Banyuwangi Regency needs to make priorities and policy directions. This study aims to identify the top ten rankings of superior fruit commodities in Banyuwangi Regency with the Delphi method, determine the superior fruit commodities that have a comparative advantage with the Location Quotient (LQ) method, determine the superior fruit commodities that have a competitive advantage with Shift Share Analysis (SSA) and Analyze the financial feasibility of fruit commodities that have a comparative and / or competitive advantage in Banyuwangi Regency through the calculation of investment criteria, namely NPV (Net Present Value), IRR (Internal Rate of Interest) and Net B / C (Net Benefit Cost Ratio). The results showed that the top ten ranks of superior fruit were durian, mangosteen, tangerine / tangerine, banana, water guava, guava, mango, avocado, pamel and papaya. The results of LQ analysis show that tangerine / tangerine and mangosteen are commodities that have a comparative advantage. The results of the SSA analysis show that durian, pamel and mangosteen are fruit commodities with competitive advantages. Meanwhile, the results of financial analysis show that mangosteen, siamese orange, durian and pamel are financially feasible to be developed. It can be concluded that the mangosteen fruit is a fruit commodity that has comparative advantages, competitive advantages and is feasible to develop financially, so it is suggested to be a development priority in Banyuwangi Regency. The next order of priority is durian, pamel and siamese orange.

**Keywords** : Banyuwangi, Fruit, Annual, Leading Commodities