

***Multi Criteria Policy Bases Policy Strategy in Dragon Fruits Agribusiness
Development in Banyuwangi***

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ABSTRACT

Dragon fruit is one of the leading commodities that has been able to provided high commercial profits and prospective to be developed. This research aimed to analyse sustainability and scenarios policy of the dragon fruit agribusiness development adopted in Banyuwangi regency. This research was conducted in two sub-districts namely Bangorejo and Pesanggaran located in part of Banyuwangi Regency. In addition, the research used Rap-dragon fruit through Multi Dimensional Scaling (MDS) to analyse sustainability into 33 attributes of 5 dimensions included ecological, economic, social, technological and institutional dimension. Multi Criteria Policy (MULTIPOL) was also recruited as research methodology to analysis scenarios policy in the development of dragon fruit agribusiness using several aspects which were scenario, policy, criteria and action. Meanwhile, the result analysis showed that overall dimensions has obtained sustainability score of 57,50 which means formally entered into quite sustainable category viewed of all dimension such as 52,86 (ecology); 45,19 (economic); 57,13 (social); 70,24 (technology); 56,22 (institution). Hence, analysed by scenarios policy of the development sustainability of dragon fruit agribusiness in Banyuwangi, can be adopted some of the policies from the demand side of farmers some of which are 1. Marketing facilities from government, 2. Cooperation agreement between government, 3. Industry diversification of dragon fruit products processed. Moreover, from the government side offers included 1. Competency improvement of farmers, 2. Cooperation agreement between PLN government and farmers based community and 3. Agricultural supporting facilities from the government.

Key words: Dragon Fruit, Multi Dimensional Scaling, Multi Criteria Policy