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Analysis of Horticulture Sub-Sector and Fruit Subsector and its Development Strategy in Wonosobo Regency

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ABSTRACT

This research aims to analyze the horticulture and fruit subsectors and formulate development strategies in Wonosobo Regency. The data used in this study are secondary data from 2019-2023. The data analysis methods include Location Quotient (LQ) to identify basic and non-basic commodities and SWOT analysis to develop strategies. The results show that some commodities fall into the basic sector, while others are in the non-basic sector. Development strategies are formulated based on existing strengths, weaknesses, opportunities, and threats to support the optimal development of the horticulture and fruit subsectors in Wonosobo Regency.

Keyword: Subsector; Strategy; Location Quotient; SWOT

Introduction

Wonosobo Regency is located in Central Java Province, Indonesia, and has geographical characteristics dominated by fertile mountains. Astronomically, Wonosobo is located between 7°11' to 7°36' South latitude and 109°43' to 110°04' East longitude. It borders Batang and Kendal regencies to the north, Temanggung regency to the east, Kebumen regency to the south, and Banjarnegara regency to the west. Most of the area lies between 250 and 2,563 meters above sea level, with Mount Sindoro and Mount Sumbing as its highest peaks. This geographical location gives Wonosobo a cool climate, which supports the development of the agricultural and tourism sectors, especially in the Dieng Plateau area, which is one of the main destinations. (Central Bureau of Statistics of Wonosobo Regency, 2023). Regional development is closely related to supporting aspects in the form of superior commodities from an area. Superior commodities are commodities that have high potential and value that deserve to be developed both in physical and socio-economic terms, so that they can be utilized as added value for the region (Balirante et al., 2020; Martauli & Gracia, 2021). Regional development with superior commodities can be done to increase added value and community welfare (Cipta et al., 2018).

Regional development depends not only on the development aspect itself, but also on the potential of the region. Some indicators that can be used to assess this potential include geographical indicators, Human Development Index (HDI), Gross Regional Domestic Product (GRDP), socio-cultural indicators, as well as security indicators (Akhmad & Antara, 2019; Haerunniza et al., 2020; Hidayat & Darwin, 2017). Many other things too, such as government and industry supporters are already in place. However, in reality, there are still many ineffective conditions in the agricultural sector (Riyardi, Cahyani, Prasetyo, 2017). The economic growth of a region is basically influenced by comparative advantage, regional specialization, and the economic potential that exists in the region. Therefore, the utilization and development of all economic potential is a top priority that needs to be optimized and developed in order to carry out regional economic development in a sustainable manner (Istiqomah and Dian, 2017). Because advanced development is one of the success factors, namely increasing human resources in developing progress. Like humans can develop industrial technology (Soeboko & Riyardi, 2007).

In general, leading commodities in the agricultural sector consist of several subsectors, namely the plantation subsector, food crop subsector, fruit subsector, horticulture subsector, and fisheries subsector. Among these subsectors, the horticulture subsector has significant strategic potential to be developed in a region. Horticulture includes commodity crops that are widely grown by farmers as a source of food fulfillment for the needs of the national community (Ayu Andayani, 2016; Damatun et al., 2017; Tando, 2019). Therefore, the availability of these commodities must be guaranteed at all times with adequate quantities, good quality, safe for consumption, affordable prices, and accessible to all levels of society (DG Horticulture, 2013). Various factors, including climate, soil type, topographic conditions, and biological aspects, can contribute to the uneven distribution of superior commodities (Kusrini & Vita Tri Aryuni, 2020). The social asset index of farmers also consists of four indicators, namely involvement in social groups both formal and non-formal, having received counseling related to business development or other counseling, reliable parties when a crisis occurs in life, and questions related to assistance from the government in the form of social assistance and agricultural business assistance (Gani, Gaffar, Muliati, auliansyah, 2021).

Regional development must be able to improve the quality of life and welfare of the community through harmonious and integrated development between economic sectors. Although the contribution of the agricultural sector continues to decline to state revenue, most Indonesian citizens still depend on this sector. (Pratama, Hidayah, 2023). Research conducted by, (Syafruddin et al., 2018) highlighted superior commodities in the horticultural sector using the Location Quotient method. The results showed that the leading commodities include passion fruit, potatoes, tomatoes, carrots, cabbage, chicory, and bananas. In addition, (Rudiantho et al., 2021) also identified superior commodities in the horticulture sector, which included shallots, potatoes, cabbage, beans, spinach, mangoes, and bananas

This potential can be implemented through the Location Quotient (LQ) method to identify superior and non- superior sectors in a region, as well as to analyze the distribution of existing superior commodities. The application of the Location Quotient (LQ) method has advantages

compared to other methods, because the analytical tools used are easy, simple, accurate, and fast, making it suitable as an initial analysis for a region. Furthermore, the analysis can be continued using other analytical tools. Changes in the level of specialization of each sector can be analyzed by comparing LQ from year to year, and the use of this method does not require complicated data processing programs. LQ analysis is applied to understand conditions in a wider area. Measures used to calculate the LQ coefficient include the number of workers, production output, or other parameters that can be used as criteria (Nyoman, 2008).

The purpose of this research is to find out what commodities are included in the basic and non-basic sectors using Quotiont analysis (LQ), and its development strategy in Wonosobo district using SWOT analysis, by utilizing data published by the Central Bureau of Statistics of Wonosobo district as well as the Horticultural Crops Office, and the Fruit Crops Office of Wonosobo district. Based on the above facts, this study took the title "Analysis of the horticultural sub-sector and the fruit sub-sector and its development strategy in Wonosobo Regency".

Materials and Methods

This research was conducted in Wonosobo Regency, with the selection of research locations conducted purposively. This was based on the consideration that Wonosobo Regency is one of the areas that has great potential in horticultural development, especially in fruit farming. This potential is supported by extensive land resources, as well as climate and strategic geographical location. This research was conducted in December 2024.

The data in this study were obtained from the Central Statistics Agency (BPS) of Wonosobo Regency and the Central Java Provincial Statistics Agency (BPS). The data used are Horticultural crop production data and Fruit crop production data of Wonosobo Regency and Central Java province in the 2019-2023 time span.

According to Arikunto (2010), data sources in research refer to the subject from which information can be taken. In this study, the type of data used is secondary data, which is information obtained from books, journals, articles, and data results from Wonosobo Regency and Central Java Province.

Location quotient (LQ)

Location Quotion (LQ) is an index to compare commodities at the regency level with the province. Operationally, LQ is defined as the percentage ratio of the total activity of the food crop and horticulture subsectors in Kerinci regency when compared with the province.

The formula for LQ is :

$$LQ = \frac{pi/pt}{pil/ptl}$$

Description:
Pi = Production of commodity type i at the district level
pt = Total production of commodity j at the district level

Pil = Production of commodity type i at the Provincial level
Pt1 = Total production of commodity j at Provincial level

LQ > 1 indicates that there is relative concentration in one region compared to the whole region. This means that commodity i in a region is a basic sector which means that commodity i in that region has a comparative advantage.

LQ = 1 is a non-base sector, meaning that commodity i in a region has no comparative advantage. the production of commodities produced is only enough to meet its own needs in the region.

LQ < 1. is a non-base sector, meaning that commodity i in a region does not have a comparative advantage, the production of commodity i in the region cannot meet its own needs and must get supplies from outside the region.

Commodities that produce an LQ value > 1 are normative standards to be designated as superior commodities. And if many commodities produce an LQ value > 1 then the degree of comparative advantage is determined based on the higher LQ value in a region, because the higher the LQ value, the higher the potential advantage of the commodity.

SWOT Analysis

SWOT analysis, according to Kotler and Keller (2016), is a strategic tool used to assess the strengths, weaknesses, opportunities, and threats that affect an organization, project, or specific area. The main purpose of this analysis is to support strategic decision-making by identifying internal factors (strengths and weaknesses) and external factors (opportunities and threats). The concept of SWOT analysis was first introduced by Albert Humphrey in the 1960s in the context of business strategy research at Stanford Research Institute. Today, the method has been applied in various sectors, including management, regional development and project management.

Internal and External Factor Analysis

According to David (2011), SWOT analysis requires comprehensive identification of two main categories of factors:

Internal Factors:
1. Identifying strengths and weaknesses
2. Covers aspects of human resources, finance, infrastructure, and organizational capabilities.
3. Focuses on variables that can be controlled

External Factors:
1. Analyzing opportunities and threats
2. Covers the macro environment: economic, social, technological, and policy

Out of the direct control of the organization

Data Analysis Technique

1. IFAS Matrix (Internal Factors Analysis Summary)
2. EFAS Matrix (External Factors Analysis Summary)

Weighting and Scoring Techniques

The weighting process is a critical stage in the SWOT method. Rangkuti (2014) explains that each factor is given an importance weight and rating to produce a strategic score. The weighting scale ranges from 0.0-1.0 with the total weight always being 1.0.

Weighting Scheme:

Weight 0.0: Not significant

Weight 1.0: Very important

Rating: 1-4 (reflects level of influence)

The key principles in SWOT research are objectivity, data credibility, and in-depth contextual analysis. This method is not just a descriptive tool, but a strategic instrument for comprehensive decision-making.

Results and Discussions

Location quotient (LQ) analysis

In Table 1 it can be seen that the *location quotient* value of the Wonosobo district horticultural sub-sector commodities in 2019-2023, it can be seen which commodities are included in the base and non-base sectors or sectors that in the future can be developed again.

Table 1. The results of the LQ value of Horticulture sub-sector production in Wonosobo district.

SECTOR	Location quotient					Average	Description
	2019	2020	2021	2022	2023		
Onion Leaves	2,7345	2,9137	2,2729	1,6720	1,9270	2,3040	Base
Red Onion	0,0035	0,0008	0,0022	0,0033	0,0241	0,0068	Non Basis
Garlic	0,6523	1,0527	0,4845	1,1165	1,5410	0,9694	Non Basis
Spinach	0,3349	0,5016	0,0000	0,0000	0,0000	0,1673	Non Basis
Chickpeas	2,0922	1,9855	1,5280	1,7038	1,8288	1,8277	Base
Large Chili Pepper	0,6293	0,7723	0,4205	0,6331	1,0636	0,7038	Non Basis
Curly Chili	0,0000	0,0000	1,0864	0,7228	0,8410	0,5300	Non Basis
Cayenne Pepper	0,4854	0,5546	0,4229	0,2438	0,3661	0,4146	Non Basis
Other Mushrooms	0,0067	0,0037	0,0000	0,0000	0,0000	0,0021	Non Basis
Merang Mushrooms	0,0000	0,0000	0,0000	0,0000	0,0000	0,0000	Non Basis
Oyster Mushrooms	0,0000	0,0000	0,1535	0,0385	0,0308	0,0446	Non Basis
Long Beans	0,2315	0,3328	0,1981	0,1932	0,1718	0,2255	Non Basis
Kale	0,0124	0,0000	0,0000	0,0025	0,0068	0,0043	Non Basis
Cauliflower	0,4886	0,2405	0,2310	0,2541	0,3349	0,3098	Non Basis
Potatoes	1,9951	1,7368	1,3717	1,7599	1,6512	1,7029	Base
Cucumbers	0,3713	0,5339	0,4154	0,4228	0,5366	0,4560	Non Basis
Cabbage	2,4404	2,3908	1,9759	1,7723	1,5258	2,0211	Base
Siamese Pumpkin	5,7399	6,9669	5,3354	5,9991	4,8635	5,7810	Base
Paprika	0,0000	0,0000	0,0000	0,0000	0,0000	0,0000	Non Basis
Petsai / Mustard	1,1382	1,2377	0,6876	0,5714	0,6107	0,8491	Non Basis

SECTOR	Location quotient					Average	Description
	2019	2020	2021	2022	2023		
Eggplant	0,5553	0,7457	0,5171	0,5279	0,8019	0,6296	Non Basis
Tomatoes	1,1766	1,1041	0,7705	0,7412	0,8497	0,9284	Non Basis
Carrots	0,4500	0,4634	0,3556	0,6676	0,9405	0,5754	Non Basis

Source: Data processed, 2024

Based on the *location quotient of* the Wonosobo district horticultural sub-sector commodities in 2019-2023, it is obtained that Wonosobo district has commodities that are indicated as basic. The commodities are Leeks, Chickpeas, Cabbage Potatoes and Squash which are basic commodities in Wonosobo district.

Pumpkin is the highest average base commodity among other base commodities with a value of 5.7810. Then the second base sector is the commodity Leeks with an average LQ value of 2.3040, and other base sectors are Cabbage with a value of 2.0211, Chickpeas with a value of 1.8277, and Potatoes with a value of 1.7029.

Table 2. LQ value results of Wonosobo district fruit sub-sector production.

SECTOR	Location quotient					Average	Description
	2019	2020	2021	2022	2023		
Avocado	0,0000	0,1162	0,1070	0,2314	0,2918	0,1493	Non Basis
Grapes	0,0000	0,0000	0,4981	0,4418	0,6031	0,3086	Non Basis
Apples	0,0000	0,0000	0,0000	0,0000	0,0000	0,0000	Non Basis
Star fruit	0,0000	0,0615	0,0557	0,1430	0,2175	0,0956	Non Basis
Duku/Langsat	0,0000	5,5367	3,5519	1,9963	3,0206	2,8211	Base
Durian	2,1801	2,1089	2,3212	1,9221	1,6982	2,0461	Base
Water Guava	0,0000	0,0254	0,0725	0,0869	0,1283	0,0626	Non Basis
Guava	0,0000	1,6308	1,0955	1,6336	0,8270	1,0374	Base
Jengkol	0,0000	0,4194	1,5156	0,5957	0,6518	0,6365	Non Basis
Orange Lemon	0,0000	0,0389	1,1484	1,3600	2,4454	0,9985	Non Basis
Siamese Tangerines	0,2379	1,1011	2,5267	1,1904	0,8719	1,1856	Base
Mango	0,0224	0,0714	0,1041	0,0217	0,0227	0,0485	Non Basis
Mangosteen	0,0000	1,3455	2,2738	1,4411	0,6122	1,1345	Base
Melinjo	0,0000	0,1764	0,3150	0,2210	0,2171	0,1859	Non Basis
Jackfruit/Cempedak	0,0000	0,6625	0,7788	1,0827	1,8250	0,8698	Non Basis
Pineapple	0,0000	0,0277	0,0324	0,0371	0,0753	0,0345	Non Basis
Papaya	3,9684	0,7161	0,8418	1,1128	1,1691	1,5617	Base
Petai	2,0294	2,5794	2,9541	2,8970	3,2927	2,7505	Base
Bananas	0,7627	1,1052	1,2629	1,2029	1,3597	1,1387	Base
Rambutan	0,4890	0,2866	0,4229	0,1777	0,0585	0,2870	Non Basis
Salak	1,1035	2,1491	2,1129	2,0960	2,7860	2,0495	Base
Sawo	0,0000	0,0423	0,0799	0,0674	0,0180	0,0415	Non Basis
Soursop	0,0000	0,9206	0,3826	0,6527	0,9839	0,5879	Non Basis
Sukun	0,0000	0,0779	0,0450	0,0538	0,0332	0,0420	Non Basis
Dragon Fruit	0,0000	0,0000	0,0000	0,0000	0,0000	0,0000	Non Basis
Pamelo oranges	0,0000	0,0000	0,0000	0,0216	0,0157	0,0075	Non Basis

Source: Data processed, 2024

Based on Table 2, the *location quotient* of commodities in the fruit sub-sector of Wonosobo district in 2019-2023 shows that Wonosobo district has commodities that are indicated to be basic. These commodities are Duku/Langsat, Durian, Guava, Siamese Tangerine/Keprok, Mangosteen, Papaya, Petai, Banana, and Salak.

Duku/Langsat is the highest base commodity with an average LQ value of 2.8211, followed by petai with a value of 2.7505, and other fruit sub-sector base commodities are Salak with a value of 2.0495, Durian 2.0461, Siamese Tangerine 1.1856, papaya 1.5617, Banana 1.1387, Mangosteen 1.1345, and Guava which is the base sector with the smallest average LQ value of 1.0374.

Although the base sector is the most promising sector for the development and economic growth of Wonosobo Regency, we should not ignore the non-base sector. The existence of base sectors can provide support for the development of non-base sectors into new base sectors.

SWOT Analysis

The determination of strategies for the development of the horticulture and fruit sub-sectors in Wonosobo District is done through SWOT analysis, which includes strengths, weaknesses, opportunities, and threats. These development strategies were formulated by considering the internal and external conditions of all stakeholders involved in the development of the horticulture and fruit sub-sectors in Wonosobo District, in the context of local economic development.

Factors affecting internal conditions include the strengths and weaknesses of the actors, as well as the natural, economic, institutional, and socio-cultural conditions that exist in Kerinci District. Meanwhile, factors affecting external conditions include opportunities and threats faced by stakeholders in implementing the development of the horticulture sub-sector and the fruit sub-sector in Wonosobo District. From the analysis of the internal and external environmental conditions, it can be arranged in the form of a table as follows:

Table 3. Internal and external strategies

Strengths:	**Weaknesses:**
1. Wonosobo's geographical condition is located in the highlands with a suitable climate for horticultural agriculture.	1. Limited access to capital for farmers.
2. Availability of ample agricultural land.	2. Infrastructure for transporting agricultural products is still limited.
3. Diversity of types of fruits that can be cultivated.	3. Low level of technology and innovation in cultivation.
4. Local government support for the agricultural sector.	4. Lack of guidance and training for farmers.
5. Agricultural labor that is still available.	5. The marketing system is not well organized.
Opportunities:	**Threats:**
1. Growing market demand for horticultural products.	1. Climate change that can affect productivity.
2. Development of tourism that can increase the selling value of agricultural products.	2. Pest and plant disease attacks.
3. Potential for agritourism development.	3. Competition from imported products.
4. Advances in agricultural technology that are increasingly sophisticated.	4. Price fluctuations in the market.
5. Government policy support in developing the agricultural sector.	5. Agricultural land conversion.

Source: Data processed, 2024

From the internal and external strategic factors mentioned above, it can be made in the form of a matrix of internal strategic factors that can be given a score on each factor as follows:

Table 4. IFAS Matrix (Internal Factors Analysis Summary)

INTERNAL FACTORS	BOBOT	RATING	WEIGHTED SCORE
STRENGTH			
Favorable geographical conditions	0,15	4	0,6
Availability of agricultural land	0,12	3	0,36
Diversity of fruit types	0,1	3	0,3
Local government support	0,08	3	0,24
Labor availability	0,07	2	0,14
Total Strength			1,64
WEAKNESSES			
Limited access to capital	0,12	-2	-0,24
Transportation infrastructure	0,1	-2	-0,20
Low cultivation technology	0,09	-3	-0,27
Lack of farmer coaching	0,08	-2	-0,16
Marketing system	0,09	-2	-0,18
Total Weaknesses			-1,05
Total Internal Weight	1		
IFAS= Total Strengths . Total Weaknesses			
IFAS = 1.64 -1.05 = 0.59			

Source: Data processed, 2024

From the analysis of internal strategic factors, the strength is 1.64 and for weaknesses 1.05 with the IFAS score value obtained from strengths minus weaknesses, the value of IFAS is 0.59.

Table 5. EFAS Matrix (External Factors Analysis Summary)

EXTERNAL FACTORS	BOBOT	RATING	WEIGHTED SCORE
OPPORTUNITIES			
Market demand is increasing	0,15	4	0,6
Tourism development	0,12	3	0,36
Agritourism potential	0,1	3	0,3
Advances in agricultural technology	0,09	3	0,27
Government policy support	0,08	2	0,16
Total Opportunity			1,69
THREAT			
Climate change	0,12	-3	-0,36
Pest and disease attacks	0,1	-2	-0,2
Competition from imported products	0,09	-2	-0,18
Price fluctuations	0,08	-2	-0,16
Land conversion	0,07	-2	-0,14
Total Threat			-1,04
Total External Weight	1		
EFAS= Total Opportunities . Total Threats			

EFAS = 1.69 -1.04= 0.65

Source: Data processed, 2024

From the analysis of external strategic factors, the opportunity is 1.69 and for threats 1.04 with the EFAS score value obtained from strengths minus weaknesses, the value of EFAS is 0.65

It can be seen in the calculation of IFAS and EFAS that the results are located in quadrant I or Progressive Strategy which means that the condition of the horticultural sub-sector and the fruit sub-sector of Wonosobo district is in prime and steady condition so that it is possible to continue to be improved in the future. With this progressive strategy, it can increase growth and achieve maximum progress, so it requires improving the quality of strength factors and maximizing all opportunities.

Based on the IFAS and EFAS analysis, the following strategies are relevant for the development of the horticulture and fruit sub-sectors:

SO (Strength-Opportunity) Strategy:

1. Maximize the uniqueness of Wonosobo's carica and fruit as an attraction, both for domestic and international markets, through brand development and product certification.
2. Using Dieng's tourism potential as a direct marketing channel, such as selling fresh and processed products in tourist areas.

WO (Weakness-Opportunity) Strategy:

1. Provide training to farmers on the use of modern technologies, such as drip irrigation and biotechnology-based pest control, to increase crop yields.
2. Improve market access through digital platforms and collaborate with farmer cooperatives or local MSMEs.

ST (Strength-Threat) Strategy:

1. Encourage diversification of processed fruit products, such as fruit chips, jams, or juices, to increase added value and competitiveness.
2. Implement environmental conservation around production areas by conducting reforestation and sustainable agricultural practices to maintain land quality.

WT (Weakness-Threat) Strategy:

1. Strengthen the role of farmer cooperatives in supply chain management to reduce dependence on middlemen and address price fluctuations.
2. Encourage partnerships with the government and private sector to build agricultural infrastructure, such as village roads and post-harvest facilities (cold storage).

Conclusion

Based on the results of the research and analysis conducted, it can be concluded that the leading commodities in the horticulture subsector consist of green onions, beans, potatoes, cabbage, and chayote. Meanwhile, the main commodities in the fruit subsector include duku/langsat, durian, salak, banana, papaya, petai, mangosteen, guava, and siam oranges/keprok. Based on the LQ value, chayote shows the highest comparative advantage in the horticulture subsector, while duku/langsat is the main commodity in the fruits subsector.

The IFAS analysis resulted in a score of 0.59, indicating that internal strengths are more dominant than weaknesses, with leading factors such as favorable geographical conditions, commodity diversity, and support from the local government. On the other hand, the EFAS analysis gave a score of 0.65, indicating that external opportunities, such as increased market demand, agritourism development, and technological advances, outweigh threats such as climate change and price

fluctuations. The results of the SWOT analysis place the horticulture and fruit subsector in Wonosobo District in quadrant I (progressive), which indicates that this subsector is in very good condition and ready for further development.

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