

The Development Strategy of Peanut (*Arachis Hypogaea*) Agribusiness to Improve Farmers' Revenue at Bantaeng Regency

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Abstract: *The present research was aimed to observe the internal and external factors in the development of peanut agribusiness; alternative strategies that can be made; and priority strategies in carrying out peanut agribusiness development to improve farmers' revenue at Bantaeng Regency. This research sample was called informants. They were taken using snowball sampling technique, starting from the key informants. The research results indicate that the development of peanut agribusiness at Bantaeng Regency is very much dependent on the internal and external conditions, starting from the upstream to downstream. The internal factors indicate that the strength lies on the farmers' very limited capital. The external factors indicate that the opportunity lies on the water availability and the threat lies on the high pest attacks. Based on SWOT Matrix, the alternative strategies for the development of peanut agribusiness at Bantaeng Regency are : Improving Peanut Production; Developing Marketing Area; Optimizing potentials of natural resources; Human resources and existing equipment resources; Creating and developing peanut production and processing technology; Farmers' extension and counseling for peanut cultivation and processing; Holding routine meeting to bridge the government and Farmers/Group programs and home industry; Improving quantity and Farmer Groups' role, Improving farmers' Science And Knowledge quality through education and training; Conducting coordination and cooperation among farmers, providers of production facilities, merchants, home industries and financial institutions; Strengthening government's policy on the determination of basic price and interest rate; Creating special area for peanut cultivation; Improving the use of organic fertilizer and pesticide, and environmentally-friendly housekeeping equipment. Based on AHP analysis using expert choice 11 applications, the priority strategy for the peanut agribusiness development at Bantaeng Regency is to implement coordination and cooperation among farmers, production facilities, merchants and home industries and financial institutions with a score of 0.131.*

Keywords: Strategy, Development, Agribusiness, Peanut, Farmer's Revenue

1. Introduction

Indonesia is an agrarian country, where most of the people there make their living from farming. It is because Indonesian is included as archipelagic nation with mountainous topography, making it suitable to grow many types of crops (food, plantation, horticulture, etc.). Under such consideration, the agricultural sector becomes a highly important sector in creating jobs to generate income for the people living in rural areas.

In line with the current era of regional autonomy, the economic development in a region is no longer fully dependent on the central and provincial governments. The implementation of Law No. 23 of 2014 on Regional Autonomy has granted authority to regional governments. It is not only limited to planning and implementing the development, but more than that, it develops the economy and welfare of the community by managing the resources in the regions.

Indonesia is the 5th largest peanut producer after India, China, Nigeria and Senegal. In the period 1996-2000, the average production per year was 979,000 tons, and harvested area was 646,000 ha in total. The need for peanut in this country continues to increase. The average per year reaches 900,000 tons, with an average production each year of 783,110 tons (87.01%). The average import volume per year

is approximately 168,000 tons. The total area of peanut harvest in Indonesia in 2011 was 539,459 ha, while the production was 691,289 tons, with average productivity of 12,81 kw/ ha. The data taken from the National BPS state that 2012's production reached 712,857 tons, but later in 2013, it decreased to 701,680 tons. In 2014, it was reduced once again into 638,896 tons, and the worst happened in 2015, as it declined to only 605,449 tons. In fact, the number of production on a provincial scale was also declining.

South Sulawesi province is one of the peanut production centers in Indonesia. It is recorded that since 2011, peanut production in South Sulawesi constantly made into in the top 5 list, behind Central Java, East Java, West Java, and Yogyakarta. In South Sulawesi, peanut production has been increasing from 2011 to 2014, despite the subtle increase. However, the drastic decline occurred in 2015. Whereas in 2014, the total production was 34,464 tons, which only became 19,024 tons in 2015, or to put it another way, it was reduced into around 44.80%, which put South Sulawesi into the 2nd place of the provinces with the highest decline in peanut production, following Lampung that had past 50%. One of the areas in South Sulawesi that has become peanut production centers is Bantaeng Regency.

The distribution of peanut production in Bantaeng Regency is generally found in 4 districts, with production amount above 30 tons. Based on the data from Central Bureau of

Statistics (BPS) of Bantaeng Regency in 2016, it is known that in 2015, the largest peanut production rate is found in Gantarangkeke District, with total production of 90 tons, with 60 ha of harvest area, followed by Tompobulu District, with total production of 68 tons, with 45 ha of harvest area. In the third and fourth place are Pa'jukukang and Eremerasa districts with their total production and harvest area, 7 tons and 5 ha, and 5 tons and 3 ha, respectively. Other 4 districts, such as Bissappu, Bantaeng, Uluere and Sinoa, only had total production below 3 tons with harvest area under 1 ha.

In general, the revenue of peanut farmers in Bantaeng Regency in 2013 was 13,014,000, but in 2015 it only became 2,736,000, making the decline more than 10,000,000. The revenue is very far from the expectation of the farmers who want the price over 18,000 peanuts per/ kg. The main cause is the extremely low peanut price at the farmer level. Good peanut quality is not followed by an increase in farmers' revenue. It is why every year; peanut farmers always see a decrease in their revenue. The development of peanut agribusiness is a concept that can be a driving force and a method to increase the peanuts production area and total production, or a method to maximize and increase the total production with current land conditions, which certainly can increase the farmers' revenue in particular, and the improvement of regional economy in general.

2. Review of Literature

2.1 Agribusiness

Agribusiness has become increasingly popular, a wide range of understanding and understanding of the term has evolved. From the origin he said, agribusiness consists of two syllables, namely agri (agriculture = agriculture) and business (business = commercial business). If defined in full, agribusiness is an activity related to the handling of commodities in the broad sense which includes one of all the production, processing, input and output (agro-industry), marketing input-output and institutional support activities (Antara, 2004).

Agribusiness activities are; a) activities based on the benefits of natural resources (on farm agribusiness) with the application of technology and human resources for off farm agribusiness, b) activities that have a broad spectrum ranging from small-scale business, household to scale big business. Efforts to accelerate the growth of the agribusiness sector with the conditions of weak farmers (capital, skills, knowledge and limited land tenure) can be pursued through the application of agribusiness development system. Thus the development of agribusiness is a form that is able to provide benefits for agribusiness actors, main entrepreneurs and business actors in the form of increased income, added value and expansion of employment opportunities (Nainggolan and Aritonga, 2012).

The complete scope of agribusiness system according to Saragih (2001) is 1) sub system of procurement, distribution, facilities and infrastructure (input factor), 2) sub system of cultivation (production), 3) sub processing system, 4) sub system marketing (marketing), 5) sub institutional system (supporting institution).

2.1.1 Upstream Sub System or Production Facility

Upstream sub-system is an industry that produces goods or capital for agriculture in the broad sense such as seed industry / plant and animal breeding, agrochemical industry (fertilizer, pesticide, medicine and livestock vaccine) and automotive agro industry (machinery and agricultural equipment) and supporting industries. Increased production and earnings of farmers can be realized if supported by the upstream agribusiness industry that is the industry that produces agricultural input (input). For areas adjacent to the location of farmers there should be a saprodi kiosk (Saragih, 2001).

2.1.2 Sub-system of Cultivation or Production

The production sub-system is an activity that uses capital goods and natural resources to produce primary agricultural commodities, namely food crops and horticulture, medicinal crop farming, plantation farming, livestock farming, fishery farming and forestry farming efforts managing inputs (land, labor, capital, technology and management) to produce agricultural products.

2.1.3 Sub Processing System Results

Sub-processing or post-harvest system is an industry that processes primary agricultural commodities (agro-industry) into processed products, intermediate product or finished product. These include food industry, beverages, natural fiber goods, biopharmaceutical industry, agro-tourism and aesthetics.

2.1.4 Sub Marketing System

Sub marketing system is an activity to expedite the marketing of agricultural commodities both fresh and processed products. Distribution activities to facilitate the flow of commodities from center to center of consumption, promotion, market information and market intelligence are part of sub marketing system.

2.1.5 Sub System Support

It is a service activity that serves agriculture such as trading facilities, banking / credit, agribusiness outreach, farmer groups, agribusiness infrastructure, state-owned enterprises, private, research and development, transportation and government policy. In a nutshell it can be stated that the agribusiness system emphasizes the interconnection and vertical integration between several business sub-systems within a commodity system. All these sub-systems are interconnected with each other, so interference in one sub system will affect the other sub system.

2.2 Peanuts (*Arachis hypogaea*)

Peanuts (*Arachis hypogaea*) are leguminous or legume plants belonging to the cultivated Fabaceae tribe. Peanuts became the third most important food crop after rice and soybeans, and became the second most important nuts after soybeans in Indonesia. Peanut plants (*Arachis hypogaea*, L.) are plants originating from the Americas, especially from Brazil (South America). Initially peanuts brought and spread to the European continent, then spread to the continent of Asia to Indonesia. Peanut is a plant food ingredients commonly consumed by the people of Indonesia. Peanuts contain energy of 525 kilocalories, 27.9 grams of protein,

17.4 grams of carbohydrates, 42.7 grams of fat, 315 milligrams of calcium, 456 milligrams of phosphorus, and 5.7 milligrams of iron. Also in Peanut also contains vitamin A as much as 0 IU, vitamin B1 0.44 milligrams and vitamin C 0 milligrams. The results obtained from the research on 100 grams of Peanuts, with the amount that can be eaten as much as 100%. Based on data from the health service of the republic of indonesia obtained from 100gr peanuts in consumption there are fats of 42.7 grams and protein of 27.9 gr. In addition from the data obtained in that in 100gr peanuts in the consumption can produce up to 525 kcal power. Other nutrients in peanuts are the amount of vitamins, phosphorus, calcium and even iron

2.3 Income

According Sadono Sukirno (2009) in microeconomic theory that income is the acquisition derived from the costs of production factors or productive services. The definition shows that income is all the good gains derived from the cost of production factors and the total output produced for all production in an economy within a certain period.

The economic situation in a society is determined by the high income, the type of work and the number of dependents in the family. Revenue is often used as a benchmark in measuring the level of welfare of a society and the economic success of a State. Humans as social beings, in addition to having interaction with other people must also try as optimal as possible to meet the needs of themselves and their families. Someone who works to earn income always expect that the income received in accordance with the level of sacrifice that has been given, while employers expect a more satisfactory employment results in other words the workforce would expect a big income on the contrary for the income entrepreneur must be pressed in such a way so that the profit earned the greater is to expand its business and improve the welfare of its employees.

Income as one element of welfare. Price and income is a factor that determines the size of the demand for goods and services. Revenue according to common sense is the remuneration received by an individual after carrying out a work or the value of goods and services received by an individual exceeds the proceeds of the seller. In terms of household households, the income in principle has the property to increase or increase the value of the wealth of the owner of the company, both in the form of receipts and bills

In the farming income there are two elements used are the elements of income and expenditure elements of the farm. Revenue is the result of multiplying the total product amount by the unit of sale price, while the expenditure or cost is meant as the value of the use of production means and others issued in the production process (Ahmadi, 2001).

3. Materials and Methods

The present research was conducted in Bantaeng Regency, in 4 districts of peanut production center: Eremerasa, Pa'jukukang, Tompobulu, and Gantarangeke. The research was explanatory in the form of applied research, which is

descriptive in nature (explanation without hypothetical test), using a qualitative approach with the analysis focus on which strategy to prioritize.

The samples in this research were called informants of qualitative research, which were more focused on the representation of social phenomenon, making the most important sampling procedure was the determination of key informant or certain social situation that was full of information according to research focus. Selection of the key informant was done intentionally (purposive sampling). The selection of additional informants in this research used snowball method, namely a sampling technique that included a small sample at beginning, but then gradually became bigger after time. The informants in this research were the Providers of Production Facilities, Farmers, Farmer Group, Household Industry, Collecting Merchants, Retailers, Agricultural Extension and Agriculture and Agricultural Office of Bantaeng Regency, and other related parties.

The data collection in this research was conducted through 3 (three) methods: Library Study, which was conducted to obtain secondary data and basic theoretical studies relevant to the problem under examination; Field Study (observation), which was performed to collect primary data through questionnaires in order to find out the internal and external factors to carry out peanut agribusiness development in Bantaeng Regency. In-depth interviews were conducted using FGD. Data collection was conducted by means of direct interviews with selected informants to obtain deeper information that was not accommodated in the questionnaires.

The processing method and data analysis used in this research were internal and external environmental analyses. The strategic formulation on internal and external environment analyses employed method that came from Cravens & David's book (1998). In the input stage, IFE matrix (internal factor evaluation) and EFE (external factor evaluation), were employed. In the matching stage, an IE (internal-external) matrix analysis tool and SWOT matrix are used. IE matrix was used to determine business position. The SWOT matrix was used to generate strategies that matched the internal and external environment conditions. The final stage was the decision stage to determine the priority of some alternative strategies resulting from the matching step. Here, the Analytical Hierarchy Process method was used. The interviews results from AHP questionnaires on the field would be calculated using Expert Choice Application 11.

4. Results

4.1 Description of Informants

Table 1 shows that in the category of peanut farmers, there are 4 persons. 1 person falls into the category of 50 year-old, 2 persons in the 40 year-old category, and 1 person in 30 year-old category. It shows that the age of informant farmers is still categorized in the productive age of farming. The education level of 2 farmers is elementary school/ equivalent, while 2 farmers are graduates of junior high school/ equivalent. Basically, the land area managed by

informant farmers is highly influential on farming activities, both on the commodity type and on the pattern of farming. The land area owned by informant farmers ranges from 1 to 3 Ha. It indicates that the land ownership level of the farmers is relatively large. The farming experience is counted ever since the farmers first managed their peanut farming. The agricultural business capital may be obtained from two sources, own capital and loan capital.

Table 1: The Informant Identity of Peanut Farmers in Bantaeng Regency

Name	Age (Year)	Education	Land Area (Ha)	Farming Business Duration (Year)	Source of Capital
Dg Darmin	52	Junior High School	2	43	Own Capital
Dg Dira	48	Junior High School	3	18	Own Capital
Dg Sonnia	36	Elementary School	1	28	Own Capital
Dg Tija	49	Elementary School	1.5	36	Own Capital
Total			7.5	125	Own Capital

Table 2 shows that there are 2 people employed as informant collecting merchants by the researcher. 1 collecting merchant falls in the category of 48 year-old, 1 collecting merchant falls in the category of 42 year-old. It shows that the age group of collecting merchants is fairly productive to run their business. One's productive age in working is about 15-65 years old. The education level affects the ability of a person to receive information and absorb innovation, making the way of their thinking more advanced.

Table 2: The Informant Identity of Peanut Collecting Merchants in Bantaeng Regency

Name	Age (Year)	Education	Number of Processing Machines	Business Duration (Year)
Dg Satira	48	Junior High School	5	22
Dg saba'	42	Junior High School	3	13
Total			8	35

Table 3 shows the age of the retailers, where there is 1 informant aged 62 years old, and 1 informant aged 35 years old. The age range of peanut retailers is based on the research result which is considered productive to work. The age productivity affects the activity in performing an effective and efficient business. The education level of the peanut retailers at the research sites are high school graduates/ equivalent.

Table 3: The Informant Identity of Peanut Collecting Merchant in Bantaeng Regency

Name	Age (Year)	Education	Business Place	Business Duration (Year)
Syamsiah	62	Junior High School	P. Tradisional'	26
Nuri	35	Junior High School	P. Lambocca'	13
Total			35	

Table 4 shows that there are 2 informant entrepreneurs in peanut processing home industry at the research site. 1 informant aged 47 years old and 1 informant aged 58 years old. It shows that the entrepreneurs in peanut processing industry in the research site are considered productive, thus improving the productivity and providing support to their peanut processing home industry.

Table 4: The Informant Identity of Peanut-Processing Household Industry in Bantaeng Regency

Owner Name	Business Name	Age (Year)	Education	Business Duration (Year)
Mantasari	IRT Cucuru	47	Elementary School	17
Kaspia	IRTDewi	58	High School	6
Total				23

Table 5 shows that there are 2 informant suppliers in the research site. 1 informant is 56 years old, and 1 informant is 36 years old. It shows that the entrepreneurs of farming shop that provides supply in the research site are classified as productive, thus improving the productivity and providing support to peanut processing home industry.

Table 5: The Informant Identity of Production Facilities Provider in Bantaeng Regency

Owner Name	Business Name	Age (Year)	Education	Business Duration (Year)
Abd Kadir	Sama Jaya	56	Undergraduate	29
Robert G	77	36	Undergraduate	13
Total				42

Table 6 shows that there are 2 informants of farmer group in the research sites. 1 informant aged 58 years and 1 person aged 54 years. It indicates that the informants of farmer group in the research site are productive, thus improving the productivity and providing support to peanut processing home industry. The education level of respondents in peanut processing home is: 1 junior high school graduate/ equivalent, and 1 senior high school graduate/ equivalent.

Table 6: The Informant Identity of Peanut Farmer Group in Bantaeng Regency

Owner Name	Business Name	Age (Year)	Education	Duration of Farmer Group (Year)
Dg Rani	Paraikatte	58	Junior High School	9
Dg Diran	Bonto Cinna	54	High School	6
Total				15

Table 7 shows the age of agricultural extension workers. 1 informant extension worker aged 32 years old and 1 informant extension worker aged 38 years old. The age range of peanut retailers based on the results of the research is considered productive in the work. The age productivity affects activities in carrying out an effective and efficient business.

Table 7. The Informant Identity of Peanut Extension Workers in Bantaeng Regency

Name	Age (Year)	Education	Location of Extension Activity
Hamzah	32	Undergraduate	Pa'bumbungan
Tiar	38	Undergraduate	Tanah Loe
Total			

Table 8 shows the age of 2 informants from the office of agriculture and crops. 1 informant aged 44 years old and 1 informant aged 51 years old. The age range of informants based on the research results is classified as productive to work. The age productivity affects activities in carrying out an effective and efficient business.

Table 8: The Informant Identity from Agriculture Office in Bantaeng Regency

Name	Age (Year)	Education	Position	Duration of Extension Work (Year)
Ummu Kalsum, S.P., M.Si.	44	Master	Head of Crops Division	22
Bahar Madjid, S.P., M.Si.	51	Master	Head of Production Section	30
Total				52

5. Discussions

5.1 Identification of Internal Factors

The identification of internal factors is conducted to find out the strengths and weaknesses in the development of peanut agribusiness in Bantaeng Regency. Based on these results, the strengths and weaknesses of peanut agribusiness development in Bantaeng Regency can be summarized in table 9.

Table 9: The Internal Factors of Peanut Agribusiness Development

Internal Factors	
<i>(strengths) S</i>	<i>(weakness) W</i>
1) Availability of Certified Local Seeds	1) The price is determined by the merchants
2) Condition of Land, Weather and Climate	2) Quantity and Quality of Extension Workers
3) Good Peanut Quality	3) Limited Amount of Peanut Farmer Groups
4) Business Motivation	4) Home Industry Processing
5) High Demand	5) Peanut Processing Technology
6) Peanut Productivity	6) Farmers' Capital
7) Experience in Farming Business	7) Low Quality of Processed Products

5.2 Identification of External Factors

The identification of external factors is done to find out the opportunities and threats faced in the peanut agribusiness development in Bantaeng Regency. Based on these results, the opportunities and threats of peanut agribusiness development in Bantaeng Regency can be summarized in table 10.

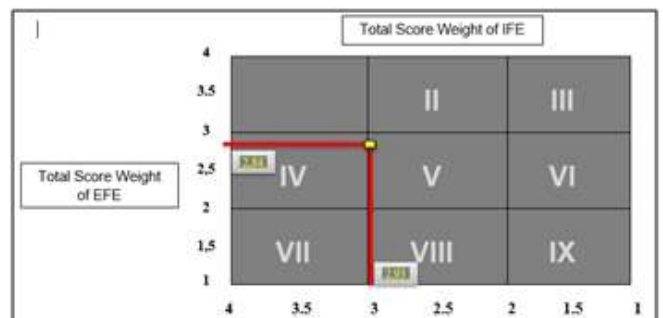
Table 10: External Factors of Peanut Agribusiness Development

External Factors	
<i>(Opportunities) O</i>	<i>(Threats) T</i>
1. Very High Market Demand	1. Increase in Land Conversion
2. Availability of Production Facilities	2. High Pest Attack
3. Government Policy Support	3. Farmers are practicing low-pricing sale
4. Availability of Water	4. Cost of Production Facility which is Relatively High
5. Inter-Regions Trading	5. Difficulties in obtaining Credit Facility

5.3 Internal- External Matrix

The internal-external matrix of peanut agribusiness development in Bantaeng Regency can be seen in Figure. The internal-external matrix or IE matrix is based on internal and external factor analysis combined into a suggestive model. The IE matrix is based on two criteria: the total weighting of internal factors (IFE) on X axis, and the total weighting of external factors (EFE) on Y axis.

The internal-external matrix of peanut agribusiness development in Bantaeng Regency is in on cell V of IFE matrix. The strategy cell shows that the best strategy is to hold and maintain. This suggests that the viable strategy is market penetration strategy and product development.



5.4 SWOT Matrix

The strategy resulted from IE matrix only generates an alternative strategy in general without any implementation of more technical strategies. IE matrix is completed by SWOT matrix that is included as concrete steps, and therefore it should be done by agribusiness actors. The key to the success of the SWOT matrix is to bring together internal and external key factors to establish a strategy. The SWOT matrix is a systematic identification of various factors for formulating a corporate strategy. Such matrix is based on the logic that maximizes strength and opportunities, while simultaneously minimizing the weaknesses and threats.

Based on the SWOT Matrix of Peanut Agribusiness Development at Bantaeng Regency, several alternative strategies that can be formulated are: Improving Peanut Production; Developing Marketing Area; Optimizing potentials of natural resources; Human resources and existing equipment resources; Creating and developing

peanut production and processing technology; Farmers' extension and counseling for peanut cultivation and processing; Holding routine meeting to bridge the government and Farmers/Group programs and home industry; Improving quantity and Farmer Groups' role, Improving farmers' Science And Knowledge quality through education and training; Conducting coordination and cooperation among farmers, providers of production facilities, merchants, home industries and financial institutions; Strengthening government's policy on the determination of basic price and interest rate; Creating special area for peanut cultivation; Improving the use of organic fertilizer and pesticide, and environmentally-friendly housekeeping equipment.

5.5AHP Analysis

After determining alternative strategies, then AHP analysis is next to conduct in order to determine which strategy as the priority and development of peanut agribusiness at Bantaeng Regency. To choose the right strategy, several criteria will be considered: 1) Ease of implementation, 2) Cost-savings, 3) Large Interest Level, and 4) Delivering Fast Results.

The results obtained after analyzing the data through the application of Expert Choice 2011 are shown in figure 2. Based on the figure, the fifth highest priority in selecting alternative strategy for peanut agribusiness development that can increase the farmers' revenue is to conduct coordination and cooperation between farmers, providers of production facilities, merchants and household industries, and financial institutions with a value of 0.131. Secondly: to optimize the potential of natural resources, human resources and existing equipment resources with a value of 0.121. Thirdly: to increase the use of organic fertilizers and pesticides and environmentally-friendly equipment with a value of 0.116. Fourthly: to hold a routine meeting that bridges the government programs and farmers/ groups, and home industries with a value of 0.100. Fifthly: to strengthen the government policy on the determination of basic prices and lending rate with a value of 0.079.



6. Conclusions

The development of peanut agribusiness at Bantaeng Regency is highly dependent on internal and external conditions, from the upstream to downstream. Internal factors show that the strength lies in the considerably long farming business experience, and the weakness lies in the limited capital of farmers. Meanwhile, the external factors

demonstrate that the opportunity lies in the availability of water, and the threat lies in the high pest attacks. Based on SWOT Matrix, the alternative strategies for the development of peanut agribusiness at Bantaeng Regency are : Improving Peanut Production; Developing Marketing Area; Optimizing potentials of natural resources; Human resources and existing equipment resources; Creating and developing peanut production and processing technology; Farmers' extension and counseling for peanut cultivation and processing; Holding routine meeting to bridge the government and Farmers/Group programs and home industry; Improving quantity and Farmer Groups' role, Improving farmers' Science And Knowledge quality through education and training; Conducting coordination and cooperation among farmers, providers of production facilities, merchants, home industries and financial institutions; Strengthening government's policy on the determination of basic price and interest rate; Creating special area for peanut cultivation; Improving the use of organic fertilizer and pesticide, and environmentally-friendly housekeeping equipment. Based on AHP analysis using expert choice 11 applications, the priority strategy for the peanut agribusiness development at Bantaeng Regency is to implement coordination and cooperation among farmers, production facilities, merchants and home industries and financial institutions with a score of 0.131.

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