

ABSTRACT

The Analysis of Marketing System and Development Strategy of Mangosteen Agribusiness (A case study in Tanggamus regency)

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The objectives of this research are: 1) to study marketing system in the research location by analyzing the marketing system, marketing institution, and function served by the marketing institution; 2) to study efficiency level of mangosteen marketing by analyzing market structure, market behavior, marketing channel, and market feature; and 3) to study mangosteen agribusiness development study in Tanggamus regency. The research location was selected with *Non-Probability Sampling* and *Purposive Sampling* techniques. This research used primary and secondary data. This research was conducted in April 2012. Data analysis included marketing system and development strategy.

The research results showed that: 1) mangosteen marketing system in Terdana, Mulang Maya, and Menggala villages in Tanggamus regency through 6 marketing channels and marketing institutions in the research location were collector trader I, collector trader II, exporter, local market trader and retail trader. The most often marketing channel used by respondent farmers was the market channel 1. The marketing function served by marketing institution were functions of exchange, physical, transportation, scaling and grading, risk bearing risk, funding and information 2) market structure dealt with by farmers to the mangosteen marketing system tended to be imperfect competition market; the oligopsony. To be seen from farmer's interest, the third marketing channel pattern benefited the farmers because it had low marketing total margin; 3) based on SWOT analysis, the first priority strategy of *Strength-Opportunity* (SO) was as follows:

a. developing potential of wide mangosteen field and the regional government granted mangosteen germs to the mangosteen farmer because the overseas opportunities were still widely open; b. mangosteen were determined to be a superior commodity in Tanggamus regency regions and this had been an export-oriented variety; c. mangosteen maintenance was easy and some of mangosteen health benefits were unavailable in other fruits, so that this mangosteen further products could be developed into new technologies by establishing partnership with mangosteen trading system participants.

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