

STUDY OF LEADING PRODUCTS TO MAP THE POTENTIAL OF AGRIBUSINESS FOR TOURISM DEVELOPMENT IN THE CITY OF BANJARMASIN

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Abstract: The study aims to map the potential of superior agribusiness products for tourism development in Banjarmasin City. The research method is quantitative descriptive using secondary data obtained from BPS South Kalimantan Province and Banjarmasin City. The analysis technique identifies the internal potential of a region, namely basic sectors and non-basic sectors. The potential for agribusiness in the Food Crop Agriculture Sub Sector in Banjarmasin City which can become a base for food crop commodities is the South Banjarmasin District and the North Banjarmasin District. The potential for agribusiness in the Livestock Sub Sector in Banjarmasin City which can be the basis for the livestock sub-sector is the District of South Banjarmasin and Central Banjarmasin. The Fisheries Sub Sector in Banjarmasin City which can be the basis for the livestock sub sector is the North Banjarmasin District and the East Banjarmasin District. The results of research on agribusiness potential in Banjarmasin City seen from the Food Crop Agriculture Sub-Sector include rice, Siamese oranges, and bananas. The agribusiness potential of the Livestock Sub-Sector includes beef cattle, broiler chickens, laying hens, ducks, quail, goats, and free-range chickens. The Fisheries Sub-Sector includes: capture fisheries and freshwater floating net cultivation fisheries, capture fisheries, and still water pond cultivation fisheries.

Keywords: superior products; agribusiness; mapping; commodities; Banjarmasin City

INTRODUCTION

In the Indonesian economy, the agribusiness sector has a strategic role (Nurfajrina, 2016). Even though its contribution is still less than the oil and gas sector (Purba et al, 2022). Agribusiness economic activities include agricultural processes from upstream to downstream processes (Sholikhah, 2021). The decline in the development of agribusiness in Indonesia is still an important record for the

government (Neanda, 2022). One of the obstacles is that many land functions are converted to non-agricultural use (Adi, 2017).

The condition of the dispersal agribusiness structure is that there is a separation between subsystems or upstream to downstream subsystems (Nuraini et al, 2016). Land degradation, decreased fertility, excess fertilization, pest, and disease attacks (Purba et al, 2021). Indonesia has not fully

developed regional industries based on superior products even though it has been mandated in Presidential Decree Number 28 of 2008 (Sandriana et al, 2014). As well as Regulation of the Minister of Home Affairs of the Republic of Indonesia No. 9 of 2014 concerning Guidelines for Development of Regional Featured Products. If this product receives regional government support, it can be developed in the regional market (Panggabean, 2020).

Superior products have distinctive and unique characteristics and are highly competitive (Umam et al., 2018). This makes it easier for villages to access markets and minimizes various obstacles to village economic growth (Yudanto et al, 2018). Furthermore, it can increase income and human resource capabilities (Afriany & Lijayani, 2019).

Superior products have the potential to be developed in a region by utilizing natural resources and human resources (Marina, 2017). Its development requires ensuring actors' access to production, production, and marketing facilities (Kasimin, 2013). Banjarmasin City is one of the cities that wants to develop superior product-based agribusiness.

The socio-economic conditions of the communities around the inner outskirts of Banjarmasin City, the majority of which are engaged in the agricultural, fishery, and fishery product processing industrial sectors. The potential for agribusiness in the outskirts and surrounding communities has not yet developed optimally, so it is important to encourage economic potential, especially agribusiness in the region, so that it has competitiveness, selling power, and thrust through the global market.

LITERATURE REVIEW

Agribusiness

Agribusiness is an effort to provide food (Maulidah, 2012). The unity of agricultural business activities which includes pre-production, production, product processing, and marketing, is related to agriculture in a broad sense (Chofyan, 2015). The concept of agricultural development is to realize the vision of the national economy through the development of agribusiness systems and businesses that are competitive, social, sustainable, and decentralized (Asir, 2022).

The regional economy in Indonesia is based on agribusiness, both in terms of gross regional domestic income (GRDP), labor absorption, technology mastery, and export structure (Alexandro, 2013). Agribusiness opportunities in Indonesia are very bright, including relatively fertile land, a friendly climate, the agricultural sector as a mainstay sector, a tropical climate, and sufficient irrigation channels (Amruddin et al., 2021).

The agribusiness system has changed into an agribusiness management system with the application of management functions or activities (planning, organizing, directing, controlling, and evaluating) in each agribusiness subsystem, both upstream and downstream and in supporting sectors (Rahim, 2005).

Featured product

Superior products have succeeded in producing unique and competitive products that can penetrate the export market (Yufit & Abdurrahman, 2017). A superior product is a product that has selling value, high competitiveness, and high bargaining power that is different from other products (Sarno, 2019). Products that can compete at both national and global levels (Juhari, 2019).

Superior products that are deliberately planted on specific land will produce agribusiness products (Mastuti et al, 2022). Utilizing superior commodities in the region and increasing the added value of products through agricultural product processing activities (Senjawati, 2022). Strategies for developing superior rural products include: improving quality, increasing production, infrastructure, promotion and investment, cooperation, the role of the community, and protecting products (Setjajatnika & Astuti, 2022).

RESEARCH METHODS

The research examines the leading agribusiness sectors in Banjarmasin City using secondary data obtained from BPS South Kalimantan Province and Banjarmasin City.

Analysis techniques are used to identify the internal potential of basic sectors and non-basic sectors. Presents a comparison of sectors in the area studied with the wider area. The relative comparison formula is as follows (Warpani 2001):

$$LQ = \frac{Si/s}{Ni/N} \dots\dots\dots(1)$$

Information:

Table 1. Agricultural Production of Food Crops in Banjarmasin City in 2021

Subdistrict	Production (Tons)			
	Paddy	Siamese Oranges	Banana	Total
South Banjarmasin	9,034	325	659	10,018
East Banjarmasin	2,102	-	30	2,132
West Banjarmasin	152	-	-	152
Central Banjarmasin	-	-	-	-
North Banjarmasin	1,657	140	148	1,945
Amount	12,945	465	837	14,247

Source: BPS Banjarmasin City, 2022

Based on the data above, agricultural production of food crops in the city of Banjarmasin is mostly in South Banjarmasin

- LQ : Location Quotient value
- Si : GDP Sector i inBanjarmasin City
- S : Total GDP inBanjarmasin City
- Ni : GDP Sector i Kalimantan Province South
- N : Total GDP in Kalimantan Province South

The coefficient can use units sveral of workers, production output, or other units that can be used as criteria (Warpani, 2001). If the results show $LQ > 1$, means it is a base sector, while $LQ < 1$, means it is not a base sector (local/imported sector).

RESULTS AND DISCUSSION

Development of the Agricultural Sector in Banjarmasin City

Food plants are a vital source of life for humans, therefore food crop production is very important to preserve. In general, the condition of food crop farming in Banjarmasin City is increasing. The Banjarmasin City Government has been continuously trying to increase agricultural production of food crops to increase people's income in the outskirts of Banjarmasin City. The development of agricultural production of food crops in Banjarmasin City is presented in the following table 1:

sub-district with a production classification of 9,034 tons of rice, 325 tons of Siamese oranges, and 659 tons of bananas. In the



second place, the producer of agricultural production of food crops is in the East Banjarmasin sub-district with rice production of 2,102 tons and bananas of 30 tons. Then in the third position, the producers of agricultural production of food crops are in the North Banjarmasin sub-district with rice production of 1,657 tons, Siamese oranges of 140 tons, and bananas of 148 tons.

West Banjarmasin sub-district only produces 152 tons of rice. For the Central Banjarmasin sub-district, this year there is

still no production of rice, Siamese oranges, or bananas.

Livestock farming is a business that can be said to be quite extensive and influences the economy. The benefits of farming itself are many, one of which is providing food for the community, especially the city of Banjarmasin. The city of Banjarmasin has various types of livestock that can be used as income for the community. The livestock population table in Banjarmasin City in 5 sub-districts is presented in the following table:

Table 2. Livestock Population in Banjarmasin City in 2021

Subdistrict	Livestock Population							Total
	Beef cattle	Goat	Broilers	Laying Hens	Free-range Chicken	Duck	Quail	
South Banjarmasin	4	14	935	685	1,197	4,309	1,450	8,594
East Banjarmasin	-	-	260	5	427	1,077	-	1,769
West Banjarmasin	-	-	37	29	1,063	171	-	1,300
Central Banjarmasin	-	7	-	-	458	65	-	530
North Banjarmasin	-	7	-	-	1,109	244	-	1,360
Amount	4	28	1,232	719	4,254	5,866	1,450	13,553

Source: BPS Banjarmasin City, 2022

Based on the data above, the largest livestock population is in the South Banjarmasin District with a total of 8,594. Furthermore, the second largest livestock population is in the East Banjarmasin District with a total livestock population of 1,769. The North Banjarmasin District and the West Banjarmasin District also have quite a large livestock population with a total of 1,360 for the North Banjarmasin District

and 1,300 for the West Banjarmasin District. Furthermore, the smallest livestock population of the other sub-districts is in the Central Banjarmasin Sub-district with a total livestock population of 530.

So, the total livestock population of Banjarmasin City from 5 sub-districts is 13,553. Next, fisheries production in Banjarmasin City in 2021 is presented in the following table:

Table 3. Fisheries Production in Banjarmasin City in 2021

Subdistrict	Production (Tons)			Total
	River	Net Buoyant Bid	Pool Water Calm	
South Banjarmasin	15,733	-	11,258	26,991
East Banjarmasin	17,453	58,422	3,594	79,469
West Banjarmasin	6,444	-	1,491	7,935
Central Banjarmasin	1,006	-	672	1,678
North Banjarmasin	11,004	19	25,324	36,347
Amount	51,64	58,441	42,339	152,42

Source: BPS Banjarmasin City, 2022

Based on the data above, fisheries production in Banjarmasin City in 2021 will reach a total of 152,420, divided into 5 sub-districts of Banjarmasin City. The highest fisheries production is in the East Banjarmasin sub-district with a total of 79,469, followed by the North Banjarmasin sub-district with a total fisheries production of 36,347. Furthermore, in the South Banjarmasin sub-district, total fisheries production reached 26,991. The West Banjarmasin and the Central Banjarmasin sub-districts are the sub-districts with the smallest fisheries production compared to other sub-districts, namely 7,935 in the West

Banjarmasin sub-district and 1,678 in the Central Banjarmasin sub-district.

Banjarmasin City's Leading Agribusiness Sector

The condition of the upstream sector (agriculture, forestry, and fisheries sector) can be utilized to improve the downstream sector (trade and processing industry sector) and strengthen the agribusiness potential of the outskirts of Banjarmasin City, so the LQ value of the Agriculture, Forestry, and Fisheries Sector in Banjarmasin City is specifically for food crop commodities can be presented in the following table.

Table 4. Calculation Results of the LQ Model for Food Crop Agriculture Sub-Sectors According to Districts in Banjarmasin City in 2021

Subdistrict	LQ value			
	Paddy	Siamese Oranges	Banana	Flat-flat
South Banjarmasin	1.0	1.0	1.1	1.0
East Banjarmasin	1.1	-	0.2	0.4
West Banjarmasin	1.1	-	-	0.4
Central Banjarmasin	-	-	-	-
North Banjarmasin	0.9	2,2	1.3	1.5
Amount	1.0	1.0	1.0	1.0

Source: BPS Banjarmasin City, 2022 (processed)

Information:

LQ > 1: Base Sector

LQ < 1: Not a Base/Trend Sector Import

LQ = 1: Enough to meet needs the Territory Itself

Based on the LQ results of the average production volume of the Food Crop Agriculture Sub Sector per District in Banjarmasin City, there are 2 sub-districts in Banjarmasin City which can become a base

for food crop commodities with an average LQ value above 1, namely South Banjarmasin District with the highest average LQ value of 1.0 and North Banjarmasin District with an average LQ value of 1.5. Rice commodities are almost spread throughout all sub-districts in Banjarmasin City except Central Banjarmasin District.

Table 5. LQ model calculation results for livestock sub sectors according to districts in Banjarmasin city in 2021

Subdistrict	Livestock Population							
	Beef cattle	Goat	Broilers	Laying Hens	Free-range Chicken	Duck	Quail	Average
South Banjarmasin	1,60	0,80	1,20	1,50	0,40	1,20	1,60	1,2
East Banjarmasin	-	-	1,60	0,10	0,80	1,40	-	0,6
West Banjarmasin	-	-	0,30	0,40	2,60	0,30	-	0,5

Subdistrict	Livestock Population							
	Beef cattle	Goat	Broilers	Laying Hens	Free-range Chicken	Duck	Quail	Average
Central Banjarmasin	-	6,40	-	-	2,80	0,30	-	1,4
North Banjarmasin	-	2,50	-	-	2,60	0,40	-	0,8
Amount	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0

Source: BPS Banjarmasin City, 2022 (processed)

Based on the LQ results of the average production volume of the Livestock Sub-Sector according to the District in Banjarmasin City, there are 2 (two) sub-districts in Banjarmasin City which can be the basis for the livestock sub-sector with an average LQ value above 1, namely the South Banjarmasin District and the Central Banjarmasin Districts. The district with the highest LQ value is the Central Banjarmasin

District with an average LQ value of 1.3. This is caused by the contribution of the LQ value of goat livestock of 6.4. This is followed by the South Banjarmasin District with an average LQ value of 1.2 with a beef cattle commodity contribution of 1.6. Furthermore, the LQ value for the Fisheries Sub Sector according to sub-district can be presented in the following table.

Table 6. Results of LQ Model Calculation for Fisheries Sub Sectors According to Districts in Banjarmasin City in 2021

Subdistrict	LQ value			
	River	River floating net	Water pool	Average
South Banjarmasin	0,5	-	0,4	0,3
East Banjarmasin	2,6	7,7	0,7	3,7
West Banjarmasin	1,3	-	0,4	0,6
Central Banjarmasin	0,5	-	0,4	0,3
North Banjarmasin	2,1	-	6,0	2,7
Amount	1,0	1,0	1,0	1,0

Source: BPS Banjarmasin City, 2022 (processed)

Information:

LQ > 1: Base Sector

LQ < 1: Not a Base/Trend Sector Import

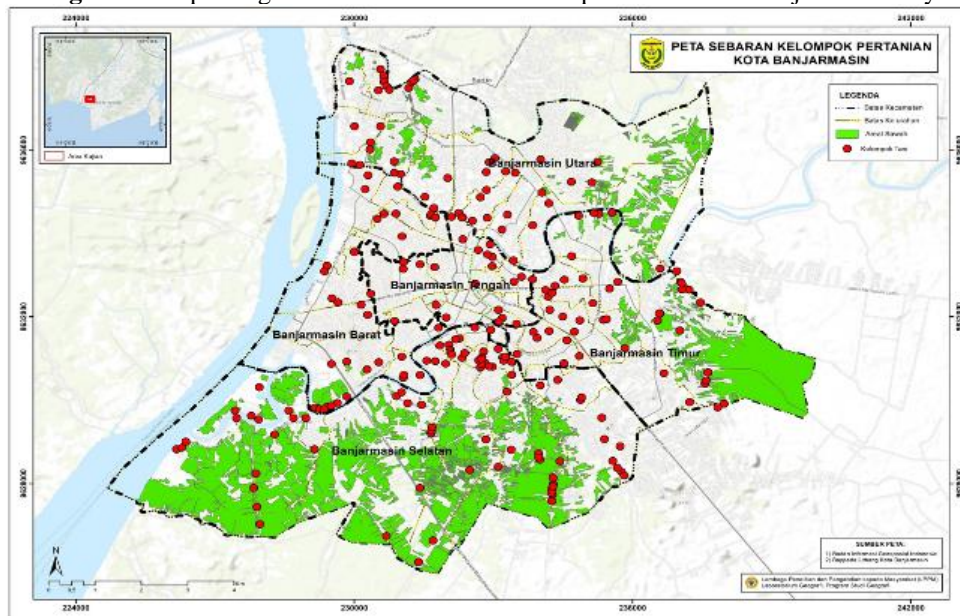
LQ = 1: Enough to Meet Needs the Territory Itself

Based on the LQ results of the average production volume of the Fisheries Sub Sector by District in Banjarmasin City, there are 2 (two) sub-districts in Banjarmasin City which can be the basis for the livestock sub-sector with an average LQ value above 1, namely the North Banjarmasin District and the East Banjarmasin Districts. Meanwhile, the district with the highest LQ value is East Banjarmasin District with an average LQ

value of 3.6. This is caused by the contribution of the LQ value of freshwater floating nets of 7.7. Next followed by the North Banjarmasin District with an average LQ value of 2.7 with a contribution of still water pools of 6.0.

Mapping the superior potential in each sub-district in Banjarmasin City will create investment opportunities by empowering the potential of superior sectors owned by Banjarmasin City, such as the agriculture, fisheries, livestock, and tourism sectors, as well as being able to design the development of agro-tourism areas based on the potential of each sub-district.

Figure 1. Map of Agricultural Distribution in Peripheral Areas in Banjarmasin City



CONCLUSION

The potential for agribusiness in the Food Crop Agriculture Sub Sector in Banjarmasin City which can become a base for food crop commodities is the South Banjarmasin District and the North Banjarmasin District. The commodities of rice, Siamese oranges, and bananas can become the leading commodities of South Banjarmasin District and the leading commodities of North Banjarmasin District are Siamese oranges, and bananas. So, in this sub-district there is potential to develop rice, Siamese orange, and banana agro-tourism.

The potential for agribusiness in the Livestock Sub Sector in Banjarmasin City which can be the basis for the livestock sub-sector is the District of South Banjarmasin and Central Banjarmasin. The livestock commodities that are superior in the South District are beef cattle, broiler chickens, laying hens, ducks, and quail. The livestock commodities that are superior in the Central District are goats and free-range chickens. So this sub-district has the potential to develop beef cattle, goats, broilers, laying

hens, ducks, free-range chickens, and quail agro-tourism.

The Fisheries Sub Sector in Banjarmasin City which can be the basis for the livestock sub sector is the North Banjarmasin District and the East Banjarmasin District. Capture fisheries and river floating net cultivation fisheries are businesses that can become superior fisheries sub-sectors in the East Banjarmasin District. Meanwhile, the superior fisheries sub-sector in the North Banjarmasin District are capture fisheries and still water pond aquaculture fisheries. So, this sub-district has the potential to develop capture fisheries, river floating net cultivation fisheries, and still water pond cultivation agro-tourism.

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