

Porang Plant Commodity Development Strategy

Izna Asmi¹, Darwis², Sri Hardianti Rosadi^{1*}, Fitry Purnamasari³

¹Agribusiness, Puangrimaggalatung University, Indonesia

²Animal Feed Nutrition and Technology, Puangrimaggalatung University, Indonesia

³Family Welfare Education, Makassar State University, Indonesia

*Correspondence email: srihardiantirosadi64@gmail.com

Abstract

Porang plants are one of the plants worth developing because of their high economic value, apart from that, the contents of porang tubers are also used in the food and health industries. This research was carried out at PT Al Fatih Porang in Sidrap Regency. This research aims to look at the Porang Plant Commodity Development Strategy in Talumae Village, Watang Sidenreng District, Sidrap Regency. The methods used in this research are qualitative and quantitative research methods. The population used in this research were employees of PT Al Fatih Porang in Sidrap Regency, South Sulawesi. The sample size was 50 employees selected purposively. Data collection techniques use interviews, observation, and questionnaires. In this research, researchers used SWOT data analysis to look at the Porang Commodity development strategy at PT Al Fatih Porang, Sidrap Regency. The SWOT matrix is a tool for matching external and internal key factors. The research results show that PT Al Fatih Porang has an IFAS strength value of 1.84 which is greater than the Weakness value, namely 1.66. The EFAS Opportunity value is 2.57, which shows that the opportunity value is greater than the threat value, namely 0.68. PT Al Fatih Porang is in Quadrant I so alternative development strategies that can be implemented are utilizing farmers' experience to manage existing land to meet the increasing demand for porang from industry and utilizing seed and fertilizer production facilities to produce good quality and quantity of porang so that can achieve the maximum porang price.

Keywords: Porang, SWOT, IFAS, EFAS, development strategy

A. Introduction

The pouring plant is a tuber-type plant that originates from the tropical plains of India's Andaman Islands and then spreads eastwards through Myanmar, Thailand and into Indonesia. The porang plant has great potential as a source of regional income and an export commodity (Rahayuningsih, 2021). The development of porang plants is very important, in part because this plant has quite high economic potential (Rahayuningsih, 2020). Demand for porang on the world market is increasing (Sulistiyo et al, 2015). The high glucomannan content in porang tubers makes this plant much sought after, especially in the food and health industries (Faridah et al., 2012). So the porang plant has great economic, food and health potential.

The development of Porang cultivation is worthy of economic development. Data from the Agricultural Quarantine Agency (2021) states that there has been a 160% increase in the value of porang exports from 5.7 thousand tons in 2019 to 14.8 thousand tons in 2021. So the Ministry of Agriculture is encouraging the development of porang cultivation so that the export volume continues to increase because So far, one of the biggest obstacles to porang exports in Indonesia

lies in the limited supply of raw materials. The development of porang has the opportunity to increase farmers' income and welfare (Dewi et al., 2023). Al-Fatih Porang Indonesia, as one of the porang plantation companies in Indonesia, has been contributing to the plantation business since 2019. To date, Al-Fatih Porang Indonesia has more than 50 employees spread throughout the company area. For Al-Fatih Porang Indonesia, employees are human resources who are company assets and have become part of the company's extended family which is expected to progress with Al-Fatih Porang Indonesia.

As one of the largest porang plantation companies in Indonesia, the business is run by PT. Al-Fatih Porang Indonesia starts from cultivation to product marketing (upstream-downstream) using raw material processing standards accepted by global companies. The development of porang to meet export needs in fresh or semi-finished form has become a new livelihood for the people of Sidrap Regency. So far, people in this area have only focused on food crops such as rice and corn so that they can increase income for farming households who carry the out cultivation or processing of porang plants. Sidrap Regency is one of the regencies in South Sulawesi Province which is an area for developing porang plants because of the suitability of the land for porang plant development activities.

Based on this description, the author is interested in researching the "Porang Plant Commodity Development Strategy in Talumae Village, Watang Sidenreng District, Sidrap Regency" with the hope of improving the porang plant development strategy so that it can create prosperity for community farmers.

B. Methodology

The methods used in this research are qualitative and quantitative research methods. The population used in this research were employees of PT Al Fatih Porang in Sidrap Regency, South Sulawesi. The sample size was 50 employees selected purposively. Data collection techniques use interviews, observation, and questionnaires. In this research, researchers used SWOT data analysis to look at the Porang Commodity development strategy at PT Al Fatih Porang, Sidrap Regency. The SWOT matrix is a tool for matching external and internal key factors.

C. Findings and Discussion

1. Findings

1) Respondent Characteristics

The respondent characteristics applied in this research are the respondent's age, gender, family responsibilities and level of education.

a) Age Level

Age is an identity that is closely related to the human mindset and physical ability to work. The age level of respondents can be seen in Table 1.

Table 1. Characteristics of Respondents Based on Age Level

No	Age (Years)	Number of Respondents (People)	Percentage (%)
1	27-40	23	46.00
2	41-50	18	36.00
	51-62	9	18.00
Total		50	100.00

Source: Processed Primary Data, 2023

Based on table 1, shows the age of the PT farmer respondents. Al-Fatih Porang Indonesia has the largest number of people aged 27-40 years with a total of 23 people with a percentage of 46% and aged 41-50 years with 18 people with a percentage of 36% too, while third place is aged 51-62 years with a total of 9 people with a percentage

of 18%. Based on this data, generally, the age of the respondent farmers is still in the productive age group, where the farmers are still very capable of farming and have more experience with the production process. Age has a significant effect on farming productivity. Increasing the age of farmers will reduce the physical abilities and thinking of farmers which has an impact on reducing the productivity achieved in farming (Herdiansah Sujaya et al., 2018).

b) Gender of Respondents

Table 2 is a table of respondent characteristics based on gender.

Table 2. Classification of Respondents Based on Gender

No	Gender	Number of Respondents (People)	Percentage (%)
1	Male	47	94.00
2	Female	3	6.00
Total		50	100.00

Source: Processed Primary Data, 2023

Based on the results obtained in the field, the characteristics of respondents at PT. Al-Fatih Porang Indonesia, that is, there are 47 men with a percentage of 94% and 3 women with a percentage of 6%, so it can be seen that the ones who dominate as porang farmers in this study are men.

c) Family Dependents

The number of dependents is the number of people under one roof (one household management) outside the head of the family (Tomy, 2013). The number of family dependents at PT AL Fatih Porang can be seen in Table 3.

Table 3. Classification of Respondents Based on Family Dependents

No	Family Dependents	Number of Respondents	Percentage (%)
1	0-2	31	62.00
2	3-5	19	38.00
Jumlah		50	100.00

Source: Processed Primary Data, 2023

Table 3 shows that in general, workers in the porang plant quarantine warehouse work for the company PT. Al-Fatih Porang Indonesia has several family dependents, namely the number of dependents from 0-2 people is 31 farmers with a percentage of (62%), and the number of dependents from 3-5 people is 19 farmers with a percentage of (38%) which is the largest, meaning farmers who is in the company PT. Al-Fatih Porang Indonesia generally has between 0 and 2 dependents. Family responsibilities are one of the main reasons for household members to participate in helping the head of the household decide to work to earn an income. The number of dependents in a household will influence the amount of consumption that the household must spend because it is related to whether their needs are increasing or decreasing (Hanum, 2018). Apart from that, the number of family members influences the standard of living of a family. The larger the number of families, the more it affects the standard of living of a family. The greater the number of family members, the greater the burden on the family (Kurniati, 2014).

d) Education Level

A person's level of education influences the way they thinks and act in making decisions (Neonbota & Kune, 2016). The education level of porang farmers who work at the PT company. AL-Fatih Indonesian Porang is obtained through formal and non-

formal education, as can be seen from the graduation of porang farmers in pursuing educational levels such as elementary school, middle school, high school and college.

Table 4. Classification of Respondents Based on Education Level

No	Education Level	Number of Respondents (People)	Percentage (%)
1	SD	29	58.00
2	SMP	10	20.00
3	SMA	7	14.00
4	S1	4	8.00
Jumlah		50	100.00

Source: Processed Primary Data, 2023

Table 4 shows that the highest level of education at PT Al Fatih Porang with a percentage of 58% is elementary school education. This has an impact on the Company's performance the opinion of Gusti (2021) states that farmers with a higher level of education generally have a more open mindset in accepting innovations and understand more quickly in applying new technology so that they can develop and bring agricultural products to the world. better direction.

2. Analysis SWOT (*Strength, Weakness, Opportunity, Threat*)

A strengths, weaknesses, opportunities, and threats (SWOT) analysis has become a key tool used by businesses for strategic planning (Benzaghta, 2021). SWOT analysis was carried out after analyzing the internal and external factors of PT's Porang cultivation development strategy. Al-Fatih Porang Indonesia on the Company's economy. The weighting is obtained through a questionnaire that has been processed, the greater the rating, the greater the opportunity and the smaller the rating, the greater the threat. Below is the IFAS matrix table:

Table 5. IFAS Matrix (Internal Factor Analysis Summary) Business Development Strategy at PT Al Fatih Porang Indonesia

Internal Factor Matrix				
No	<i>Strength</i>	Weight	Rate	Score
1	Availability of large areas of land for cultivating porang plants in Talumae village, Watang Sidenreng sub-district, Sidrap district	0,17	4	0,68
2	Porang farmers in Talumae village are very experienced in cultivating porang	0,17	4	0,68
3	Production facilities such as the availability of seeds and fertilizer in Talumae village are good	0,16	3	0,48
Jumlah		0,50		1,84
Internal Factor Matrix				
No	<i>Weakness</i>	Weight	Rate	Score
1	There are porang pests such as leaf-eating caterpillars, fungi and stem borers	0,18	3	0,54
2	The productivity of porang plants in Talumae village is still low	0,16	4	0,64
3	Market control is still low	0,16	3	0,48
Jumlah		0,50		1,66
Total (Strengths + Weaknesses)		1		3,5

Source of Processed Primary Data, 2023

The result of multiplying the weight with the rating is the value of the strength and weakness factors. The IFAS analysis results in Table 5 show the strength factor with a total value of 1.84, while the weakness factor has a total value of 1.66. The total internal factor is 3.5.

Table 6. EFAS Matrix (External Factor Analysis Summary) Business Development Strategy at PT Al-Fatih Porang Indonesia.

External Factor Matrix				
No	<i>Opportunity</i>	Weight	Rate	Score
1	Industrial demand for porang tubers increases from year to year	0,24	4	0,96
2	The government is very supportive of porang exports	0,23	4	0,92
3	Farmers' demand for porang seeds continues to increase	0,23	3	0,69
Jumlah		0,70		2,57
External Factor Matrix				
No	<i>Threat</i>	Weight	Rate	Score
1	Porang price changes can change at any time	0,19	3	0,57
2	There is a lack of information coming into Talumae village to develop the porang business	0,11	1	0,11
	Total	0,30		0,68
	Total (<i>Opportunity</i> + <i>Threat</i>)	1		3,25

Source of Processed Primary Data, 2023

Table 6 shows the opportunity factor with a value of 2.57, while the threat factor has a total value with a score of 0.68. The result of multiplying the weight with the rating is a score for the opportunity and threat factors, namely 3.25

Based on the results of weight and internal factors and external determining the coordinate points of the can be results.

$$S = 1,84$$

$$W = 1,66$$

Weakness
(-1,64)

$$O = 2,57$$

$$T = 0,68$$

So:

$$= 1,84$$

$$Y = O +$$

$$=$$

Based on the factor value (X) is 0.18 is 1.89. Where the value of than the value of the external strategy factor (Y).

Opportunity (+2,67)

Porang

1,95

seen

Strategy I

rating calculations on factors. So the stage of to determine the position Development strategy from the following

Strength
(+1,87)

$$X = S + (-W)$$

$$0,18$$

$$+(-1,66) =$$

$$(-T)$$

Strategy II

$$2,57 + (-0,68) = 1,89$$

calculations above, the internal strategy and the external strategy factor value (Y) the internal strategy factor (X) is smaller

3. Discussion

1) Internal factors consist of strengths and weaknesses

a) Strength

The availability of large areas of land for cultivating porang plants in Talumae Village, Watang Sidenreng District, Sidrap Regency, is one of the big forces in developing porang plants in Talumae Village because land is one of the main factors, the wider the land, the greater the production potential and vice versa.

- Porang farmers in Talumae village are very experienced in cultivating porang. Experience as a porang farmer is the length of time a farmer has intensively carried out activities as a porang farmer. In general, it can be said that on average porang farmers in Talumae Village, Watang Sidenreng District have good experience.
- Production facilities such as the availability of seeds and fertilizer in Talumae Village are adequate. The availability of seeds and fertilizer in Talumae Village, Watang Sidenreng District really supports farmers in cultivating porang, where the porang farmers in Talumae Village themselves are able to process their own seeds so this means that farmers do not need to pay for the procurement of seeds and the availability of fertilizer. adequate capacity in Talumae Village really supports farmers in developing porang farming.

b) Weakness

- The presence of porang pests such as leaf-eating caterpillars, fungi and stem borers. The large number of pests and diseases in Talumae Village, Watang Sidenreng District can be detrimental to porang farmers because they can reduce the quality and quantity of crop production.
- The productivity of porang plants in Talumae Village is still low. The low production yields of porang plants are caused by several main factors, namely the lack of outreach and education about how to cultivate good porang plants.
- Market control is still very weak. Due to the fluctuating prices of porang plants.

Faktor Eksternal

External factors consist of opportunities and threats

a) Opportunity

- Industry demand for porang tubers increases from year to year, which creates opportunities for farmers to be more active in cultivating porang plants.
- The government is very supportive of porang exports. There is a government policy for business development, in this case, there is a production policy and a subsidy policy given to PT. Al-Fatih Porang Indonesia.
- Farmers' demand for porang seeds continues to increase from year to year which creates opportunities for porang plant production.

b) Threats

- Changes in porang prices can change at any time. The price porang in Talumae Village, Watang Sidenreng District, there are fluctuations in the price of porang plants.
- Lack of information received in Talumae Village to develop porang plants. This is because the role of agricultural instructors in developing porang farming in Talumae village has not been optimal in providing information to porang farmers.

Table 7. SWOT Analysis Matrix for the Development of Porang Crop Commodities in Talumae Village, Watang Sidenreng District.

Internal Factor	Strength (S)	Weakness (W)
	1. There is large land available for cultivating porang plants in Talumae Village, Watang Sidenreng District, Sidrap Regency 2. Talumae village porang farmers are very experienced in cultivating porang 3. Production facilities such as the availability of seeds and fertilizer in Talumae village are adequate	1. The presence of porang pests such as leaf-eating caterpillars, fungi and stem borers 2. The productivity of porang plants in Talumae village is still low 3. Market control is still very weak
Eksternal Factor	Strategy (SO)	Strategy (WO).
Opportunity (O) 1. Industrial demand for porang tubers increases from year to year 2. The government is very supportive of porang exports 3. Farmers' demand for porang seeds continues to increase	1. Utilize farmers' experience to manage existing land to meet the increasing demand for porang from the industry. (S1,S2,O1) 2. Utilize seed and fertilizer production facilities to produce good quality and quantity of porang to achieve maximum porang prices. (S3,O1)	1. Increase the productivity of porang plants to cover the increasing industrial demand (W2, O1) 2. Increase market control and improve transportation facilities by utilizing government support for porang exports (W3, O1)

Threat (T)	Strategy (ST)	Strategy (WT)
1. Changes in porang prices can change at any time 2. Lack of information entering Talumae village for developing porang businesses	Utilizing large areas of land for cultivating porang plants in . the face of changing porang prices (S1, T1)	1. Reactivate the role of extension workers as a means of providing information to Talumae village. (W1,T2)

Source of Processed Primary Data, 2023

The final stage is the "decision making" stage, namely the stage aimed at developing a strategy that has been described by the SWOT matrix so that the strategy that emerges can be used as a reference for developing porang farming in Talumae Village, Watang Sidenreng District, Sidrap Regency. The strategies in question are

a. Strategy SO

1. Utilize farmers' experience to cultivate existing land to meet the increasing demand for porang from the industry.

Taking advantage of the experience of farmers in Talumae Village, Watang Sidenreng District, Sidrap Regency, has become an advantage for farmers in cultivating porang plants. Experienced porang farmers know the correct way to cultivate porang to get high production results and if porang production increases it will meet the increasing demand for porang.

2. Utilize seed and fertilizer production facilities to produce good quality and quantity of porang to achieve maximum porang prices.

Utilizing production facilities such as quality seeds in Talumae Village, Watang Sidenreng District, Sidrap Regency. can produce quality porang too, which can increase the demand for porang prices in Talumae Village, Watang Sidenreng District, Sidrap Regency. So the profits obtained by farmers are greater when running a porang farming business.

b. Strategy WO

1. Increase the productivity of porang plants to cover the increasing industrial demand.

The potential to increase the productivity of porang plants in Talumae Village, Watang Sidenreng District, Sidrap Regency is very open because it has a large area that is very strategic in developing porang farming. This potential has a great opportunity to develop porang farming on a large scale in cultivation activities so it is hoped that it will be able to provide benefits to society and can cover the increasing industrial demand.

2. Increase market control and improve transportation facilities by utilizing government support for porang exports.

Increasing market control can be done by porang farmers in Talumae Village, Watang Sidenreng District, Sidrap Regency by taking advantage of a large number of existing porang buyers or collectors and improving transportation facilities can be overcome with government support for porang cultivation which has enormous potential to increase the income of farmers. farmer.

c. Strategy ST

1. Utilizing large areas of land for cultivating porang plants in Talumae Watang Sidenreng Village, Sidrap Regency in response to changing porang prices.
- d. Strategi WT
 1. Reactivate the role of extension workers as a means of providing information to Talumae village.
The main role of agricultural extension is to help farmers make their own decisions in the process of cultivating the porang plant which has quite extensive development and is the main commodity developed by farmers.

D. Conclusion

Based on the results of research regarding the development strategy for the porang plant commodity in Talumae Village, Watang Sidenreng District, Sidrap Regency, it can be concluded that the decision-making strategy is:

- 1) PT Al Fatih Porang has an IFAS strength value of 1.84 which is greater than the Weakness value of 1.66. The EFAS Opportunity value is 2.57, which shows that the opportunity value is greater than the threat value, namely 0.68.
- 2) The internal and external factors in Talumae Village, Watang Sidenreng District, Sidrap Regency, include the strength factor (availability of large areas of land for cultivating porang plants in Talumae Village, Watang Sidenreng District, Sidrap Regency, porang farmers in Talumae Village are very experienced in cultivating porang, production facilities such as the availability of seeds and fertilizer in Talumae village are adequate). The weak factors are (the presence of porang pests such as leaf-eating caterpillars, fungi and stem borers, the productivity of porang plants in Talumae village is still low, and market control is still very weak). External factors include opportunity factors, namely (industry demand for porang tubers increases from year to year, the government is very supportive of porang exports, and farmers' demand for porang seeds continues to increase). The threat factors are (changes in porang prices that can change at any time, and lack of information entering Talumae Village to develop porang).
- 3) PT Al Fatih Porang is in Quadrant I so the alternative strategy for developing the porang crop commodity in Talumae Village, Watang Sidenreng District, Sidrap Regency that can be implemented is to utilize the experience of farmers to manage existing land to meet the increasing demand for porang from industry and utilize the facilities production of seeds and fertilizer to produce good quality and quantity of porang so that maximum porang prices can be achieved.

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