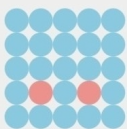




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## ABSTRACT

### *Value Chain Analysis of Mangosteen Product*

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*The purposes of this study were to (1) analyze the main problems in value chain of mangosteen product; (2) estimate value added of mangosteen products in BBP Mektan;(3) identify the main criteria who became gap of value added within mangosteen farmers; and (4) determine the priority of mangosteen product that can be applied at farmer level . The data were analyzed by qualitative and quantitative method using in depth interview, Hayami value added method, exponential comparison method, and gap analysis. The main problems in value chain of mangosteen product were (1.a.) PT. IKA was having a difficulty to get mangosteen (grade A) as raw material because of competition with exporters; (1.b) a limitations of BBP Mektan's machines and unequal value added information were the main problems at farmers level. (2) The value added of mangosteen products in BBP Mektan including mangosteen herbal extract capsules (IDR Rp153.723/kg), mangosteen rind powder (IDR 56.144/kg), mangosteen seeds lunkhead (IDR 72.500/kg), and mangosteen cocktail (IDR 18.043/kg). (3) The main criteria who became gap of value added within farmers is market certainty (67,87%).(4) Mangosteen rind powder is the highest priority of value added that can be applied at farmer level because of abundant raw materials, high value added, wide potential market, and the simplicity of technology adoption.*

**Key word:** *value chain, mangosteen product, Hayami value added, exponential comparison method, gap analysis*

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