ABSTRACT

A Study on Quality Improvement Strategy for Mangoesteen Fruit
(Garcinia mangostana L.)

Gomos Yohanes Nainggolan

The purposes of this research were: 1) to analyze dominant factors that influence quality of mangoesteen fruit; 2) to analyze internal and external factors that influence the quality improvement strategy of mangoestees; 3) to formulate strategies alternative that possible can be implemented for improving mangoesteen quality, and 4) to determine a recommended strategy to be implemented by the Indonesia Agriculture Department, and 5) to structure a system and institution which are involved to improve mangoestees quality. This research used a descriptive method, based on survey of mangoestees experts. Sampling was determined purposively. Primary and secondary data were used in this research. Data analysis used several technique, which consist of QFD (Quality Function Deployment), SWOT (Strength, Weakness, Opportunities, and Threats), AHP (Analysis Hierarchy Process), and ISM (Interpretative Structural Modeling).

QFD Analysis showed that seed and cooling storage are very dominant factors which influence quality of mangoesteen. SWOT analysis results nine alternatives strategy. But, in AHP analysis, those strategies were compacted to be three strategies: Technology Development, Supply Chain Management, and Farmers Institution Development. AHP analysis showed that Farmers Institution Development was the highest priority strategy to be implemented by the Agriculture Department for improving mangoesteen quality. ISM analysis showed that several institutions are involved to be active in improving mangoesteen quality. Those institutions were Fruit Research Centre (BALITBU), Indonesia Agriculture Department, Tropical Fruit Research Centre (PKBT), Monetary institution, Farmers, and Exporter. ISM analysis pointed that Farmers was the dependent subject and the other institutions were the independent subject.

Based on some analysis above, the conclusion were: 1) research and development activities are needed to create the best seeds and appropriate cooling storage for mangoesteen; 2) implement the priority strategy, institution development for mangoesteen farmers; and 3) Cooperating among those institution which are involved in improving mangoesteen quality. These conclusions brought implication to government as main supporter to be initiator.