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POTENTIAL OF GARUT ORANGE AS A COMPARATIVE PRODUCT

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ABSTRACT

Reviving a product that has long lost its heyday is an extremely difficult challenge. Just like the Garut Regency government is trying to restore the glory of the Garut oranges that have been lost for more than a century. This study aims to evaluate the implementation of the Garut orange development strategy and provide recommendations on measures to be taken to restore the glory of this species in the context of increased production. The ATBA method is used as a tool to evaluate the implementation of orange picking agritourism, as a means to develop the Garut orange variety. In addition, literature review was used as comparative material and recommendations for the development of this study. Research results show that orange picking agricultural tourism is not effective enough to develop Garut oranges, because in reality this type of agricultural tourism cannot meet the four aspects of agricultural tourism: agriculture, travel, beauty and facilities. Before developing agri-tourism, Garut oranges must be introduced to the public, this is aimed at understanding consumer preferences for Garut oranges. This product presentation can be through physical or digital media, where these media have the potential to generate consumer interest if used in the right place and by the right people. In addition, derivative products can also be used as a unique product symbol for a city, moreover, it is made from original products of that city.

Keywords: Garut orange, development, reintroducing product, derivative product

INTRODUCTION

Horticulture is an important agricultural subsector that includes the production and processing of cut flowers, fruits, vegetables, nuts, and ornamental plants (James and Awuor, 2016). The recovery of agriculture and global trade has led to growth in the tropical fruit trade. Trade is influenced by the competitiveness of goods within a country, where the higher the competitiveness, the higher the country's ability to export (Sayekti et.al, 2023). Comparative advantage and competitive advantage affect competitiveness itself. Comparative advantage makes the most of the natural resources a country possesses.

Garut orange is a fruit originating from Indonesia. This is Indonesia's comparative advantage because Garut oranges are only grown in Indonesia, especially in the Garut region. According to research by Yosep and Rahayu (2023), Garut Regency accounts for 63% of orange production in West Java. Data from the Garut District Department of Agriculture shows that there are about 1.400 hectares of orange growing land spread across eight sub-districts: Samarang, Pasirwangi, Cisarupan, Karangpawitan, Cigedug, Pakenjeng, Cikajang and Bayongbong. Garut oranges have thin, smooth skin and quite thick, succulent flesh. It has a sweet taste with a slight sour taste. Garut orange has a special and refreshing aroma. The beauty of Garut oranges was "inaugurated" by the Government by Decree of the Minister of Agriculture No. 760/KPTS.240/6/99 announced on June 22, 1999. Garut orange products play an important role in improving the economy and farmer welfare.

In historical records, Garut orange trees were successful at least until the late 1900s. In 1987 Garut orange populations were still recorded at up to 1.3 million trees in Garut. With production achievements of up to 26,000

tons/year. However, its glory suddenly disappeared when material from the 1982 Mount Galunggung eruption destroyed the tree. The situation gets worse when Citrus Venous Degenerative Disease (CVPD), which originates from a bacterium called *Xylocopa Anticum Bacteria*, is attacked.

The glory of the Garut orange has been lost for more than a century. Currently, there are too many factors making it difficult for Garut oranges to regain their existence in Indonesia. Some say that the generation of farmers has changed and that the current generation of farmers prefers to grow other types of oranges than Garut oranges because of higher yields. Orange growers in Garut Regency now prefer growing Siem oranges because of the shorter harvest time. To maintain the Garut orange population, we are currently implementing a mixed planting strategy, in which the planting ratio of Siem oranges is 40% and Garut oranges are 60%.

Another strategy to maintain the existence of Garut oranges is to develop orange picking agrotourism in some areas of the Garut Regency. In addition to demonstrating the natural wealth of Garut Regency, Garut Orange Picking Agricultural Tourism Area is also used as a place to reintroduce orange products whose existence has almost disappeared.

It is very unfortunate that some implementations of the above strategies are still considered incapable of restoring the popularity of Garut oranges. Syahrul et.al (2022) said that it is necessary to increase the competitiveness of Indonesian tropical fruits because Indonesia has a good opportunity to meet the supply of tropical fruits in the international market. Therefore, this study was conducted with the aim of describing how to recover Garut oranges in the context of increased production.

RESEARCH METHOD

The variables used in this study are the variables of the ATBA method. This method was used to evaluate the implementation of agritourism as a means of marketing Garut oranges. However, the assessment procedures used were different, this study used qualitative description. The informants came from stakeholders in orange agritourism, including other orange farmers, the Garut Regency department of agriculture, stakeholders of the Garut Regency tourism department, and most of the visitors, present at the research location when conducting observations. Literature studies were then used to provide the best recommendations for growing Garut oranges.

RESULT AND DISCUSSION

Evaluation of Marketing Strategies That Have Been Implemented

1. Agrotourism

Agrotourism is a type of tourism that uses agricultural business activities to become a tourist attraction (Sutjipta, 2008; Dewi et.al, 2020; Norken, 2019). This attraction is based on a combination of tourism and agriculture into one complete concept, namely agrotourism. Not only activities but also the use of agricultural products can also be used as tourism products based on agritourism (Dyatmikawati, 2017). Kaswanto (2015) studied and evaluated agritourism from four aspects: agriculture, tourism, beauty and amenities (ATBA). In other words, natural tourism development focuses on agriculture adapted to tourism.

Some areas developing Garut orange agricultural tourism, include: 1) Kampung Malayu orange garden; 2) Bosaga Orange Garden, Samarang Subdistrict; 3) Visit Mandalawangi Orange Garden, Tarogong Kaler Sub-district; 4) Eptilu Educational Garden, Cikajang Sub-district; and 5) Selecta orange garden, Cikajang subdivision. Below is a summary of the results of the Garut Orange Agritourism Assessment based on the four dimensions of the ATBA.

Table 1. Summary of 4 Aspects for Garut Orange Agrotourism

Aspects	Category
Agriculture	Low
Tourism	Low
Beauty	Low
Amenities	Low

The agricultural aspects include the use of technology and techniques in cultivation such as an innovation in Garut orange cultivation. Inparticular, there has been no technological innovation in growing Garut oranges. The owner of the agritourism area actually learned more about another type of cultivated orange, which is Siem and Chokun oranges. The type of technology in question is a growing technique to maintain the availability of oranges. Because the concept of agritourism is to provide fruit ready to harvest at any time it is impossible to predict when visitors will arrive. Although this technology can actually also be applied to Garut orange, farmers choose not to focus too much because Garut oranges have a too long harvest time. So, in this agrotourism only lucky visitors who come when the Garut oranges are harvested can pick the Garut orange directly. However, if visitors do not come on time, they can only pick Siem orange or Chokun orange.

The tourism aspects assessed include the tourism concept offered to visitors. The tourism development movement permeates various terms, such as the sustainable tourism development approach which seek to ensure that tourism is achievable in non-urban tourism destinations (Luke and Chu, 2013; Zakaria and Suprihardjo, 2014). Later, Demirezen (2020) explains that the concept of agritourism is that an agricultural location must have: 1) something to do; 2) something to eat; 3) something to buy; or 4) something to see. The presence of these principles in an agritourism area will attract many tourists because there are interesting and unique activities to do in the area. The table below presents a summary of the assessment of tourism aspects.

Table 2. Assessment of Tourism Aspects

Category	Type	Interesting	Unique
Something to do	Picking fruit	Middle	Low
Something to eat	Farm-fresh fruit	Middle	Low
Something to buy	Agricultural Product	Low	Low
Something to see	Farms	Middle	Low

As the name suggests, orange picking tourism means an activity offered to tourists that involves picking oranges from the garden. Fruit picking tourism is not new in Indonesia, but for some people it is still considered an

interesting activity, especially for those living in urban areas where plantations are difficult to find. There are no specific features that can be describe in this fruit picking tour. In addition, the type of orang tree or type of orange served does not use technology to update visitors' knowledge but only serves trees and fruits that can be picked in the usual form. Fruits picked directly from the tree are of course fresh and they are the only products offered that can be consumed directly on the spot. Only one-fifth of Garut's orange-picking agritourism sites offer other types of food, such as hearty, filling meals or other snacks. Another very unfortunate thing is that none of these agritourism owners try to innovate in the way citrus fruits are processed as food ingredients. In fact, this transformative innovation can give tourists the impression of a unique experience at a tourist destination. Oranges are the only product that can be purchased at the agricultural tourism area, no other products can be purchased there. In fact, the behavior of many Indonesians when traveling is often based on expectations of what they can get from their destination, beyond what they can see. In this regard, it is clear that what visitors can see is only the orange garden displayed as a tourist attraction without any other decorations.

The beauty aspect includes the presentation of the location used as a tourist destination for orange picking. Research results conducted by Chen et.al (2023) explain that attachment to beauty can stimulate tourists' feelings of transcendence calendar. The stronger the perception of commitment to beauty, the more transient emotions inspire lasting behavior. Garut has many interesting natural assets to visit, such as long stretches of farmland, mountains, hills and beaches. So, if agritourism is integrated with nature, it will truly complement the natural beauty aspect of the trip. The weakness of most types of agricultural tourism is that there is no specifically applied aesthetic element, due to the limited capital of the owner. In practice, Garut is surrounded him friendly people, which is what promotes comfort when you travel.

Amenities related to amenities include major facilities and other facilities that support tourism activities. The availability of these facilities was measured using a table of indicators and variables developed by Efraim and Prihartanto (2023).

Table 3. Availability of Agrotourism Amenities

Indicators	Variables	Availability	
		Yes	No
Aspect of the Social Environment	Natural landscapes	√	
	Plantations	√	
	Mountains	√	
	Rivers		√
	Access		√
	Transportation availability		√
Cultural Aspects	Places of worship	√	
	Performing arts		√
	Traditional markets		√
	Cultural festivals		√
Artificial Aspects	Culinary venues		√
	Shopping/Souvenirs concept	√**	
	Playground		√
	Tourist destination		√
	Fishing Lots		√

Aspects of Facilities/Infrastructure	Parking Lots	√	
	Resource Centres		√
	Trash Cans	√	
	Chalets/Gazebos	√**	
	Restrooms/Public Toilets	√	
	Restaurants	√**	
	Money Changer/Banks	√**	
	Housing/Accommodation	√**	
	Public Transportation plus	√*	
	Communication networks (Telephone and Internet)	√	
Infrastructure Aspects	Electrical grid	√	
	Drinking water instalation	√	
	Drainage		√
	Availability of means of transport (road, sea, air)	√*	
	Signs - Signposts	√	
	Medical facilities (hospitals, dispensaries, medical examination and treatment facilities)	√*	
	Security facilities (guard stations, police stations)	√*	
	Facilities for people with disabilities		√

Information: (*) the facility is available off-site in small quantities

(**) the facility is available off-site in large quantities

Table 3 clearly shows that orangutan picking agritourism in Garut can only meet a small part of the different needs for tourism facilities. Other parts are available outside tourist destinations and there are even types of facilities that are not available. On average, Garut orange picking tours only take place in famous gardens open to the public. Lack of capital, preparation and knowledge on the part of the owner is what makes it difficult for agritourism to develop. Indeed, one of the positive impacts of agritourism is the increase in the added value of products.

2. Orange Derivative Products

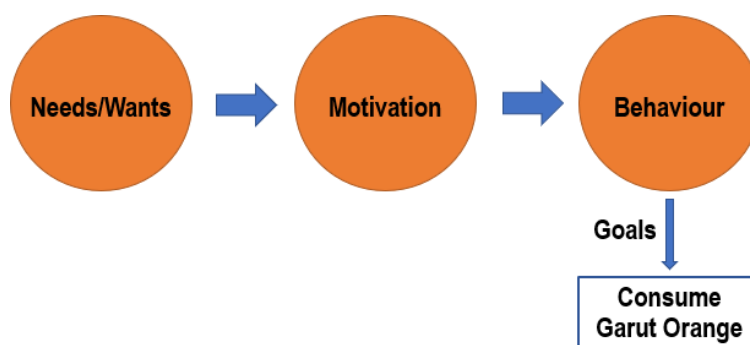
Garut is a tourist town with unique souvenirs. For example, leather products are processed into a variety of unique products such as food and fashion. Another innovative product was Garut dodol, which was later reduced to other unique products such as chocolate dodol. The packaging of many product brands is so eye-catching, it's no wonder tourists buy these products as souvenirs of their city. However, it is very unfortunate that Garut, as a tourist town, has unique products but has not been able to market Garut orange products optimally. To date, there is no derivative product based on Garut orange as a raw material, although this processed product could be one of the factors supporting the development of the Garut orange base product. Without processing, Garut oranges will only be considered a commodity, not a product.

Improvement of Evaluation Results

As a product with a comparative advantage, the existence of Garut oranges is worth maintaining. However, it's important to remember that you should never increase supply if it doesn't increase the chances of demand. The offer created must be ready for consumers to take up the product. Important steps to take before increasing the number of plantations include: 1) Replanting Garut oranges; and 2) Create some type of derivative product.

1. Reintroducing the Garut Orange

The Garut orange left its glory days too long ago, that is, about 103 years ago. This glory will never return if farmers and the government only focus on increasing crop area. Farmers and the government must pay attention to the public in consuming Garut oranges, which will later become a reason for farmers to increase the number of Garut oranges in their gardens. To conclude the theory that Maslow put forth, people are always motivated to do something when their needs or desires are not met.



Picture 1. Psychology of Consuming Garut Orange

From the image above, orange Garut must be needed or desired by the community. If Garut oranges are now classified as common products, farmers must promote this product as an exclusive product to make it desirable to consumers. As noted by Danny et.al (2017), exclusivity as a unique concept is rarely studied in the marketing literature and, therefore, there are few attempts to define it. In the advertising literature, discussions of outsourcing often focus on certain types of products (such as luxury goods) or certain distribution practices. However, an analysis of the market reveals a broad and unique reliance on special promotion methods (for example, organized clearance, special promotions, special products, etc.). According to the Merriam-Webster online dictionary (2013), definitions of exclusivity are broad but focus on common themes of restrictions, limitations, and connotations of style, spending, and social class. In a marketing context, this suggests that exclusivity carries the connotation of scarcity perceived by buyers, whether limited in quantity, distribution or availability. In this case, Garut oranges are an item with a limited number of trees. On average, this tree is only grown in Garut regent and is not available all year round. This confirms that this fruit is a rare fruit because it cannot be found in many other places and regions and is not available at any time. Therefore, there needs to be some supporting resources to introduce the exclusivity of Garut oranges. Information media can be used as a means of product promotion and there are many types of features offered in its use. The information media that can be used are as listed in Table 4 below.

Table 4. Recommendation for Information Media to Introduce Garut Orange

Type of Media		Interested Party	Source of Funds
Physical News Billboard Media	Billboard	Entrepreneurs/Government	Entrepreneurs/Government
	Monument	Entrepreneurs/Government	Entrepreneurs/Government
Electronic News Media	Youtube	Entrepreneurs, Influencer, Creators content, Government	Entrepreneurs, Sponsors
	Tiktok	Entrepreneurs, influencer, content creator, Government	Entrepreneur, Sponsor
	Blogger	Entrepreneur, influencer, content creator, government	Businessman, Sponsors

Garut Regency is visited by many tourists from outside the area, both on weekends, school holidays, holidays and other tours. In the study conducted by Andinet and Bougie (2018), the importance of using billboards as a means of information is specifically explained: 1) tangible feedback; 2) communication effectiveness; 3) local presence; 4) Vision; 5) LCD specific elements; and 6) aesthetics. Evaluating the effectiveness of using billboards includes a number of factors such as: 1) clarity; 2) name recognition; 3) location of advertising signs; 4) images; 5) readability; 6) information; 7) physical aspects of billboards; 8) creativity; and 9) integrated marketing communications.

Besides using billboards, you can also use monuments as symbols of the existence of an object. Ruth et al (2021) argue that monuments have significant value in preserving historical memory, a value that is reinforced with each visit that brings to life the history of the monument, reviving the events need to be remembered and lead to their construction. In addition, the monument also has very important educational value, on the one hand it is a place to commemorate the past, on the other hand it conveys educational values and missions for the future with the aim of forming collective memory and strengthening reinforce personal and individual values, universal value. Indirectly, these two types of physical information media can provide information and marketing effectiveness to the wider community through out-of-town tourist visits, as long as the Physical means of providing information are placed in appropriate locations.

Electronic media is used as a means of introducing or promoting products with a wider reach. Social networks have many platforms such as Youtube, Tiktok, Blogger and many more. The broad categories of social media platforms according to Rupa et.al (2021) include: 1) social networking sites; 2) social review sites; 3) image sharing sites; 4) video hosting site; 5) community blog; 6) talk pages; and 7) sharing economic network. Research results show that awareness of YouTube advertising is correlated with customer behavior toward a product.

All informational materials used above must have the same content, including the information that will be conveyed to the public about Garut oranges. If Garut oranges are produced as an exclusive product, clearly state in the promotion the exclusive features of the product. Additionally, the use of this media should continue until it can motivate and influence people to be interested in Garut oranges. This method must change from want to desire

to attract people's motivation based on curiosity about Garut oranges. Ultimately, this impacts the desired behavior, i.e. consumption of Garut oranges as provided.

2. Creating Derivative Products

In addition to the ability to increase the added value of the product, the creation of derivative products can provide different options for how Garut oranges are consumed. In addition, this derivative product can also be used as a unique product symbol for a city, moreover it is made from original products of that city. Like Malang City, where apples are the premium product of the region, it also offers side products such as apple drinks and potato chips. This type of product will be safer when transported long distances without worrying about the product quickly being damaged. According to Yu (2012), this diversity appears as a choice to create greater competitiveness and is directly related to the company's strategy to meet customer preferences, as well as increase efficiency business.

CONCLUSIONS AND RECOMMENDATIONS

The implementation of Garut's orange strategy is currently being carried out by developing orange picking agritourism. However, in reality, agricultural tourism cannot satisfy consumers in many aspects of tourism. Ultimately, this affects farmers' lack of motivation to grow Garut oranges, so the development potential of Garut oranges will become more and more difficult. Therefore, the researchers propose to reintroduce Garut oranges using physical and digital media, and offer product variations such as processed products to attract people's interest consumption for Garut oranges.

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