

## CITRONELLA FARM BUSINESS PARTNERSHIP STRATEGY

### STRATEGI KEMITRAAN USAHA PERKEBUNAN SERAI

Irene Kartika Eka Wijayanti<sup>1</sup>, Lutfi Zulkifli<sup>1a</sup>, Alpha Nadeira<sup>1</sup>,  
Mandamdari<sup>1</sup>, Rifki Andi Novia<sup>1</sup>, Sunendar<sup>1</sup>, Syahrul Ganda<sup>1</sup>

<sup>1</sup>Universitas Jenderal Soedirman, Indonesia

<sup>a</sup> Correspondence: Lutfi Zulkifli, E-mail: [lutfizulkifli@unsoed.ac.id](mailto:lutfizulkifli@unsoed.ac.id)

(Diterima: 22-07-2024; Ditelaah: 28-08-2024; Disetujui: 08-10-2024)

#### ABSTRACT

The objective of this study is to provide a new strategy for establishing a business partnership in citronella cultivation in Kedungrandu Village, Patikraja District, Banyumas Regency, Central Java, Indonesia. The study methodology uses SWOT analysis for identifying both internal and external factor. The internal factors comprise four strengths and three weaknesses. The external factors encompass four opportunities and two potential threats. The use of SWOT analysis factors provides eight strategies, which will be evaluated using the AHP analysis instrument to determine the strategic priorities for the citronella farming business partnership in Patikraja District.

*Keywords:* AHP, farm business, farm partnership, strategy, swot.

#### ABSTRAK

Tujuan penelitian ini adalah untuk memberikan strategi baru dalam membangun kemitraan usaha budidaya serai wangi di Desa Kedungrandu, Kecamatan Patikraja, Kabupaten Banyumas, Jawa Tengah, Indonesia. Metodologi penelitian menggunakan analisis SWOT untuk mengidentifikasi faktor internal dan eksternal. Faktor internal terdiri dari empat kekuatan dan tiga kelemahan. Faktor eksternal meliputi empat peluang dan dua ancaman potensial. Penggunaan faktor analisis SWOT menghasilkan delapan strategi, yang akan dievaluasi menggunakan instrumen analisis AHP untuk menentukan prioritas strategis kemitraan usaha tani serai wangi di Kecamatan Patikraja.

Kata Kunci: AHP, kemitraan usaha tani, strategi, swot, usaha tani.

---

Wijayanti, I.K.E., Zulkifli, L., Nadeira, A., Mandamri, Novia, R.A., Sunendar, Ganda, S. (2024). Citronella Farm Business Partnership Strategy. *Jurnal AgribiSains*, 10(2), 184-198.

---

#### INTRODUCTION

Once an accused person is found responsible of a criminal offense in Indonesia, they will be confined to a correctional institution, generally referred to as LAPAS. Individuals who have committed criminal crimes and completed a period of incarceration are also provided with guidance and training to facilitate their rehabilitation as Correctional Inmates, who will subsequently

be guided and trained to reintegrate into the Detention Center, popularly referred to as BAPAS.

BAPAS is a subordinate organisation operating within the Regional Office of the Ministry of Law and Human Rights, specifically under the Directorate General of Corrections. The primary responsibility of BAPAS is to execute community supervision for incarcerated individuals. Residents in

Kedungrandu Village, located in Banyumas Regency, Central Java Province, are collaborating with Prisons to implement a citronella cultivation initiative aimed to producing distilled essential oil. The essential oil will be shipped to Jakarta, the capital city, to be used as a primary ingredient for various agro-industrial goods.

BAPAS, the proprietor of the citronella plantation, collaborated with Dewara Nusa Jaya Company to carry out the cultivation of citronella. The partnership between the two organisations required the establishment of a distillation houses as a dedicated facility for the production of citronella oil. The flute home provides an opportunity for encouraging independence among BAPAS attendees. Local residents who engage in farming are also involved in this effort to cultivate citronella. The collaboration conducted by Dewara Nusa Jaya Company as part of its corporate social responsibility (CSR) initiative can yield numerous advantages for the underprivileged populations receiving assistance from BAPAS, in addition to local farmers who can augment their earnings through the cultivation of citronella. Partnerships between organisations and farmers can lead to significant achievements in enhancing suitable and independent, as well as eco-friendly, farming methods, guided by the concepts and philosophies of environmental sustainability and economic prosperity (Panyasing et al., 2021).

According to(Raj, 2018), there are two primary motivations for firms to engage in CSR programs: the desire to establish prominent partnerships and the significant financial resources invested in CSR activities. Throughout the course of time, the process of forming a partnership faced numerous impediments. Citronella farmers continue dealing with several challenges with the fluctuating selling price of their citronella

harvest, land ownership issues, and ongoing contracts with Dewara Nusa Jaya Company. Nevertheless, the partnership process offers benefits that farmers can utilize to enhance the development of their farms. The partnership is a mutually beneficial sort of cooperative arrangement between two parties. They have consented to be legally obligated by a contractual arrangement.

Associations are typically managed by entrepreneurs of varying sizes, ranging from small to large, with the goal of mutually benefiting both sides. Small-scale farmers decide to collaborate with other organisations as it enables them to immediately sell their produce and receive immediate cash payments. In order to attain prosperity for all those involved, the citronella farmers in Kedungrandu Village should formulate a strategic plan for the development of their farming partnership arrangement. The research conducted by(Condor, 2020) elucidates that Agripreneurship has evolved as a paradigm that is founded on the adoption of strategic measures in response to liberalization and sustainability concerns. Development strategies can be formulated by doing a SWOT analysis and then ranked through using AHP analysis. A SWOT analysis comprises two components: external elements and internal factors. External aspects include opportunities and threats, while internal variables include weaknesses and strengths.

The plan formulated considering these elements is subsequently evaluated using AHP analysis to determine the strategic priorities that need to be implemented. The objective of this study is to determine the most important external and internal elements and strategies for establishing citronella farming partnerships. The goal is to reduce weaknesses and threats while maximizing strengths and opportunities. In comparison to the previous studies (Adreina et al., 2022;

Ramdani et al., 2023) this research will give a number of modifications to be completed. Our research will look at how SWOT analysis might strengthen partnerships between farmers and companies, resulting in significant benefits for both parties. This study not only examines the SWOT approach for developing agribusiness, but also

## METHODS

The study was conducted in Kedungrandu Village, Patikraja District, Banyumas Regency, Central Java, Indonesia. The location determination was conducted using the purposive sampling method. This village was selected due to the presence of LAPAS in Kedungrandu Village, Banyumas Regency. The cultivation of citronella in Kedungrandu Village involves a contract farming arrangement with Dewara Nusa Jaya Company. The collection of data occurred on August 2022. Purposive sampling is utilized to ascertain 40 respondents. The responders selected were citronella farmers who possessed knowledge regarding farming collaborations with Dewara Nusa Jaya Company. The data analysis findings were processed using the descriptive qualitative approach. The qualitative approach provides a more comprehensive analysis of the

## RESULT AND DISCUSSION

A SWOT analysis tool was used to examine internal and external issues based on research interviews conducted with 40 citronella farmers in Kedungrandu Village, Patikraja District. It provides eight recommended strategies for the development of farming partnerships. Prior study has indicated that SWOT analysis is a methodical methodology used to generate alternative development strategies by recognizing both internal and external issues. The strategies

strengthens the relationship between farmers and the corporation. By identifying the most crucial factors, we can prioritize their resolution. According to (Hutahayan, 2021), small scale farmers, who are essentially small enterprises, require significant attention to effectively manage their businesses.

cooperation and citronella cultivation initiatives implemented by farmers. The strategy development was assessed utilizing the SWOT methodology, which involved identifying internal elements (strengths and weaknesses) as well as external factors (opportunities and threats). The analysis will delve deeper into these four criteria in order to propose alternative strategies for establishing partnerships in citronella cultivation. (The AHP method in the Super Decision program will be used to further assess alternative strategies including both external and internal elements. AHP and SWOT are employed as scanning instruments for assessing both external and internal elements, with priority being established by expert (farmer) judgments by through comparing these factors.

from external and internal variables are assessed again by the AHP approach through Super Decision software to generate priority factors and strategies based on the opinions of 40 respondents. The objective is to devise a strategic plan for establishing collaborative Citronella agricultural ventures in Patikraja, Banyumas Regency.

Table 1. SWOT Analysis Strategy Development

	<b>Strength</b> 1. Existence of supporting farmer groups (S1) 2. Production facilities that are always available (S2) 3. Easy cultivation technique (S3) 4. Market guarantee (S4)	<b>Weakness (W)</b> 1. The land does not belong to the farmer group (W1) 2. The level of expertise in citronella cultivation is limited. (W2) 3. The farmer does not determine the price of the harvest. (W3)
<b>Opportunity(O)</b> 1. High demand for citronella essential oil (O1) 2. Monitoring intensity from BAPAS (O2) 3. Potential BAPAS land for citronella cultivation. (O3) 4. Refining capacity is still not optimal. (O4)	1. Optimizing the BAPAS land's cooperation in increasing citronella production. (S1) 2. Take advantage of the ease of cultivation by increasing production to make the demand for essential oils available. (S2) 3. Optimizing BAPAS land management (S3) 4. Carry out training for farmers to support the cultivation of citronella. (S4) 5. Conducting FGD related to the agreement on determining harvest prices by farmers and companies. (S5) 6. Making a written contract that is detailed and clear. (S6) 7. Assist farmers related to cultivation activities to support the production of citronella. (S7) 8. Carry out deliberations related to contract agreements. (S8)	
<b>Threat (T)</b> 1. The company does not carry out the agreement in the contract (T1) 2. Fluctuating selling price (T2)		

Based on Table 1, the internal components consist of four strengths and three weaknesses. The external elements comprise four factors that present opportunities and two factors that pose threats. The study results suggest eight possible options to establish partnerships for citronella cultivation in the Patikraja sub-district.

**Strength**

The internal analysis components in the SWOT analysis include the evaluation of strengths and weaknesses (Aidah et al., 2024; Anggraini et al., 2017; Br Sitinjak & Kusmiati, 2021; Fatmawati et al., 2018). Strengths are utilized as a strategic approach to address threats and weaknesses. According to the

previous research, SWOT analysis is a description of a time in which an environment is continually changing, thus it requires a strategy that can swiftly adjust to a dynamic circumstance. The partnership system established by citronella farmers and corporations in Kedungrandu Village exhibits internal features, namely strengths and weakness, which mutually enhance each other and serve as a basis for devising local partnership development strategies. The study's outcomes involved analyzing four strength variables using the AHP approach to determine the priority strength components in the partnership pattern for Citronella production in Kedungrandu Village. Inconsistency of  $0.05 < 0.1$  suggests that the

analysis results can be supported.

Table 2. Factor Analysis Internal Strength

Strength
1. Existence of supporting farmer groups (S1)
2. Production facilities that are always available (S2)
3. Easy cultivation technique (S3)
4. Market guarantee (S4)

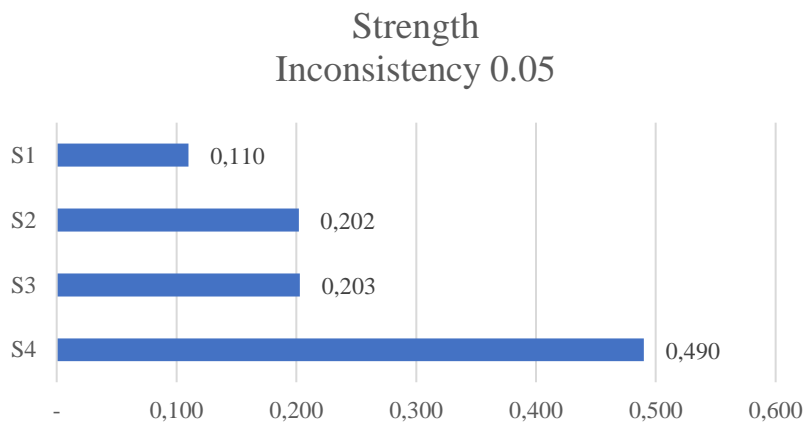


Figure 1. AHP Internal Factor Analysis Strength

According to Figure 1, the presence of market guarantees (S4) is a crucial feature and the top priority in citronella growing in Kedungrandu Village, with a value of 0.49. Citronella has a stable and established market demand, providing farmers with a guarantee of selling their crops. In general, when a farmer enters into a partnership agreement with a third party, there is usually a contractual guarantee of a market for the farmer's produce provided by the off-taker. The buyers were prepared to purchase the farmer's product at the price specified in the agreement. In addition, the entrepreneurial aptitude possessed by farmers plays a crucial role in their comprehension of the significance of market guarantees in their agricultural enterprises. This is in line with research (De Wolf et al., 2007; Jokinen et al., 2008) that entrepreneurial ability is

connected with finding ways to increase profits in farming by increasing learning abilities and experience in running a farm. The second strength component, with a coefficient of 0.203, is the easy cultivation technique (S3). This aspect is highly important for farmers when it comes to cultivating citronella. The simplicity of cultivation will also have an impact on the minimal production costs, hence potentially increasing farmers' profitability. The third priority is to ensure the continuous availability (S2) of production facilities with a score of 0.202. It signifies that farmers do not consider production facilities as a significant determinant for establishing partnerships. Instead, they prioritize supportive farmer groups (S1) with a weightage of 0.11, ranking production facilities as the least important component.

This is the final factor to consider for farmers, even though it is based on the research results (Sabadin et al., 2019) found that a good organisation will positively contribute to the performance of group members and groups and will give birth to innovations that are good for the development of members and

group

**Weaknesses**

The AHP analysis shows that the priority of internal factors was weakness in the development of citronella farming partnerships in Kedungrandu Village.

Table 3. Factor Analysis Internal Weakness

Weakness (W)
1. The land does not belong to the farmer group (W1)
2. The experience of citronella cultivation is still low (W2)
3. The farmer does not determine the price of the harvest (W3)

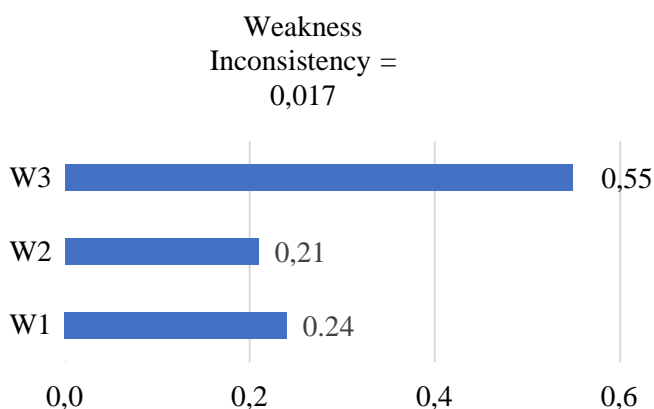


Figure 2. AHP Internal Factor Analysis Weakness

According to Figure 2, there are three internal characteristics that are poor for establishing citronella farming partnerships in Kedungrandu Village. These factors have an inconsistency of 0.017. First, the weak factor that becomes the major priority is the citronella harvest price decided by the farmer (W3) with a value of 0.55. Farmers generally operate as price takers and lack significant bargaining power due to the dominance of market prices in the agricultural market system.

Research results (Lagerkvist et al., 2007) state that there is still rigidity and an inability to shift from dependence on non-agricultural sources of income, which can be an indication that there are certain barriers or obstacles that make it difficult to change income patterns.

This explains why citronella farmers are very concerned about the weakness in their lack of ability to determine selling prices, due to their greater dependence on citronella sales which is a source of income outside their main income. The issue of huge firms dominating business growth prospects in villages due to their greater access to resources (Borden & Mead, 2022). Consequently, there is a need to provide more options for rural business players to foster their own development. The second position is land that does not belong to a farmer group (W1) of 0.24. The ownership of the Citronella agricultural land in Kedungrandu Village by the Banyumas Penitentiary is susceptible attributed to the persistent constraints that farmers face in terms of cultivation. The limited business size in

usatani has become a weakness for farmers today (Chukwuma-Ume & Ume, 2023; Kumar et al., 2020; Yu et al., 2023). Research results (Khan et al., 2023) also state that limited access to land has become an obstacle in developing countries. The weakness factor that occupies the last priority is the experience of citronella cultivation which is still low (W2) of 0.21. The average farmer has less than ten years of farming experience cultivating citronella. Farmers in Indonesia on average only have education up to elementary school (Zulkifli, Putri, et al., 2023 ). Nevertheless, this is not a critical weakness because farmers already have sufficient knowledge about citronella cultivation.

### Opportunity

Besides form internal factors, external factors that are not directly related to farming can be categorized as either opportunities or threats. The opportunity factor previously had the capability to address risks. Opportunities are external elements that can exploit in developing partnerships to promote the welfare of citronella farmers. An indication of the achievement of the Sustainable Development Goals (SDGs) is the enhancement of the well-being of small and medium enterprises (Mourya & Mehta, 2021) that can be accomplished by enhancing the welfare of farmers. Moreover, there are four different opportunity factors associated with citronella growing in Kedungrandu Village, which are as follows:

**Table 4. Factor Analysis External Opportunity**

- | Opportunity   |
|---|
| 1. High demand for citronella essential oil         |
| 2. Monitoring intensity from BAPAS                  |
| 3. Potential BAPAS land for citronella cultivation. |
| 4. Refining capacity is still not optimal.          |

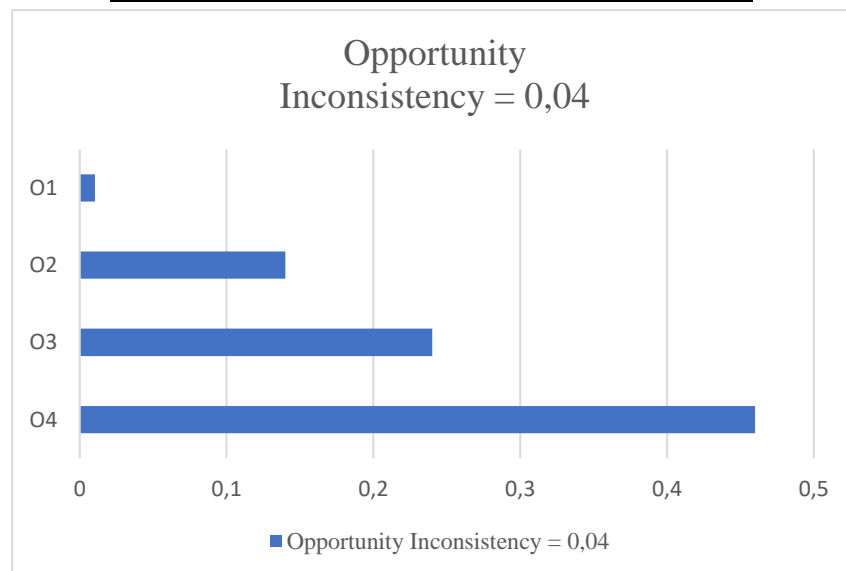


Figure 3. AHP External Factor Analysis Opportunity

According to Figure 3, with an inconsistency of 0.04, the priority opportunity factor is the inadequate refining capacity (O4) with a score of 0.46. Inadequate capacity presents a favorable prospect for farmers to enhance production as there are still possibilities to convert citronella into essential oils. The agro-industry has a crucial role in enhancing the value of agricultural goods through processing, particularly in small and medium-sized rural communities. These places hold significant potential for improving welfare and achieving equity.

The farmers in Kedungrandu Village have an excellent chance to utilize distillation activities for their produce. The second identify has a BAPAS land potential for citronella cultivation (O3) of 0.24. The land in BAPAS used by farmers possesses an oil composition and nutrients that are suitable to the production of citronella in Kedungrandu Village. Several citronella farmers cultivate citronella as a secondary crop on BAPAS land, in addition to rice, which is their primary commodity. Currently, many farmers are developing their farming enterprises to diversify their farming businesses (De Wolf et al., 2007; Hildenbrand & Hennon, 2008). Furthermore, as stated by (Mandal & Maity, 2022) using crop diversification practices can enhance farming efficiency for farmers, particularly in terms of irrigation management. This is in

consequently, can lead to a reduction in natural damage and an increase in crop yields. The third opportunity factor that becomes a priority in developing farming partnerships is the high demand for essential oil (O2) of 0.15, followed by intensive monitoring from BAPAS to support citronella cultivation. In line with research (Ma & Huang, 2014) it was found that collaboration between farmers in agribusiness will increase the transfer of knowledge and more skills for farmers to be able to learn to develop their farming business. It is hoped that the existence of BAPAS as an institution that facilitates this can provide more support for farmers in cultivating citronella.

**Threat**

It is important to take into account external factors, specifically threats, since they have the potential to hinder the progress and efficiency of citronella farming. Threats are a mechanism that will make farming more resilient in the future (Clay et al., 2020; Gambelli et al., 2014; Gonella et al., 2022; Kos et al., 2023; Kuchimanchi et al., 2021) The existence of threat factors is an advantage of developing strategies that prioritize strengths and opportunities in order to address threats and weaknesses inside the internal farming system. The subsequent aspects are external threats that impact the progression of citronella farming collaborations in Kedungrandu Village.

Table 5. Factor Analysis External Threat

Threat
1. The company does not carry out the agreement in the contract (T1)
2. Fluctuating selling price (T2)

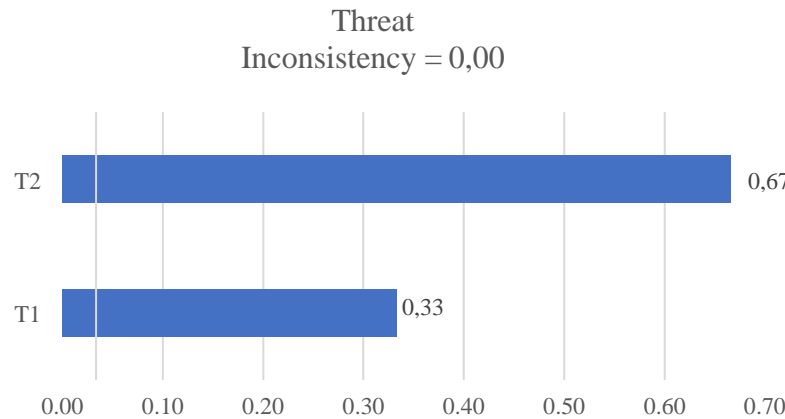


Figure 4. AHP External Factor Analysis Threats

Based on the results on figure 4 with an inconsistency of 0.00, it suggests that the most significant threat felt by farmers in Kedungrandu Village is the fluctuating selling price of citronella (T2). The analysis results indicate that the fluctuating selling price (T2) with a value of 0.67 holds the highest importance for external threat factors. The market guarantee strength factor (S4), a crucial determinant for agriculture, does not align with the fluctuating citronella commodity prices. Nevertheless, variations in agricultural commodity prices result in corresponding fluctuations in profitability. The primary allure for business individuals, including farmers and shareholders, in extending their operations is the consistent and reliable profitability of farming endeavors.

Price fluctuations in farming are influenced by various factors beyond agriculture itself, such as fluctuations in agricultural input prices, social conditions, or the economic stability of the country. As in research (Zulkifli, Purbowati, et al., 2023) which states that farmers in Indonesia have minimal income, this results in farmers being sensitive to price fluctuations that occur in the commodity crops they cultivate. One strategy to mitigate fluctuations in

commodity prices in the market involves enhancing agricultural infrastructure in rural regions and minimizing barriers that restrict local farmers' access to markets. By doing so, farmers have the potential to achieve higher yields and profits (Begho & Begho, 2023). Additionally, the second highest priority is given to threats posed by the company does not carry out the agreement in the contract (T1) with a weight of 0.33. The contract agreement serves as a point of reference for farmers in Kedungrandu Village who engage in citronella cultivation. Any unexpected changes to the agreement will inevitably hinder the efficiency of citronella cultivation.

### Strategy

Eight strategies have been identified to effectively leverage the strengths and opportunities of citronella agriculture in Kedungrandu Village, while also addressing potential threats and weaknesses. The AHP technique was employed to reevaluate the eight strategy elements and determine strategic priorities that could be effectively implemented and serve as the primary emphasis in the development of citronella farming partnerships.

Table 6. Alternatif Strategy

Strategy
1. Optimizing the BAPAS land's cooperation in increasing citronella production. (S1)
2. Take advantage of the ease of cultivation by increasing production to make the demand for essential oils available. (S2)
3. Optimizing BAPAS land management (S3)
4. Carry out training for farmers to support the cultivation of citronella. (S4)
5. Conducting FGD related to the agreement on determining harvest prices by farmers and companies. (S5)
6. Making a written contract that is detailed and clear. (S6)
7. Assist farmers related to cultivation activities to support the production of citronella. (S7)
8. Carry out deliberations related to contract agreements. (S8)

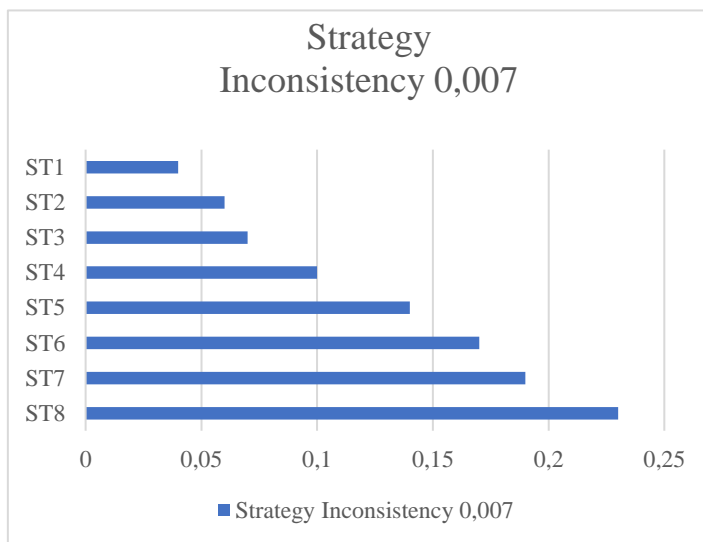


Figure 5. AHP Analysis Alternatif Strategy

Not all farmers are able to have strategic awareness capability in facing obstacles in their farming (McElwee & Smith, 2012). Therefore, we provide strategies from the results of the AHP SWOT analysis as a reference in helping citronella farmers face obstacles in their cultivation. According to the study findings on figure 5, there was an inconsistency of 0.07. It was determined that the most important strategy for building citronella farm partnerships in Kedungrandu Village was to engage in deliberations related to contract agreements (ST8), with a

significance level of 0.23. The non-performance of the company's collaboration contract has instilled dread among citronella farmers, making this approach a paramount concern for them. The deliberations carried out by farmers and companies aim to serve as an agreement point for the objectives of both sides.

Community leaders, agricultural extension workers, members of farmer groups, and relevant institutions should ideally participate in deliberation activities to effectively achieve the goal of enhancing

agricultural production and revenue. An additional priority in establishing farming partnerships is to provide assistance to farmers in cultivating citronella (ST7) to enhance its output, which has a value of 0.19. Farmers must embrace the ever-evolving field of agricultural study as a crucial tool to enhance their productivity and well-being. The third aim is to develop a detailed and clear contract (ST6) with a weightage of 0.17. The current approach remains focused on addressing the top priority, which is to provide clear contractual agreements between citronella farmers in Kedungrandu Village and the enterprises involved, in order to ensure the efficient operation of their farming activities. The fourth priority is to conduct Focus Group Discussions (FGDs) regarding the agreement on determining harvest prices by farmers and companies (ST5), with a value of 0.14. This is followed by providing training for farmers to support the cultivation of citronella (ST4) as the fifth priority, with a value of 0.1.

In their research (Masoomi & Zamani, 2020) explains that the most important determining factor in farmers' opportunities to run their farming business is social networks. This is also supported by (Charatsari et al., 2020; Morgan, 2011; Qanti et al., 2022; Sinyolo & Mudhara, 2018) who state that social aspects greatly determine the development of agricultural businesses. The training for citronella farmers aims to enhance social skills among farmers, facilitating the transfer of information to their peers. The sixth priority strategy, with a value of 0.07, is to optimize BAPAS land management (ST3). This is followed by the seventh priority strategy, with a value of

0.06, which is to utilize the ease of cultivation to increase production and ensure the availability of essential oils (ST2). The strategy of optimizing BAPAS land's cooperation in raising citronella production (ST1) has the lowest priority, with a value of 0.04.

## CONCLUSION

Four internal strength factors were identified based on the SWOT and AHP analysis of the development of citronella farming partnerships in Kedungrandu Village. At first, the primary consideration was a guarantee of market viability. The internal weakness comprises three aspects, with the primary weakness being the inability of the farmer to determine the harvest price. External affects derived from factors external to the farm include both opportunities and threats. The opportunity factor encompasses four elements, with the primary focus being the potential for a significant demand for citronella essential oil in the development of agricultural collaborations. The threat component has two elements: the fluctuating market price is a primary concern for citronella farmers. By considering internal and external elements, it is possible to utilize eight diverse strategies that effectively leverage opportunities and strengths while addressing threats and weaknesses. The initial strategic priority in the development of citronella agricultural partnerships in Kedungrandu Village is to engage in deliberations related to contract agreements (ST8). This plan aims to facilitate collaboration in order to enhance the well-being of citronella cultivation in Kedungrandu Village.

## REFERENCES

Adreina, S., Yoesdiarti, A., & Arsyad, A. (2022). *Agribusiness Development*

*Strategy for Avocado (Persea americana) Breeding in Sukahati,*

- Cibinong District, Bogor. *AgribiSains*, 8(2).
- Aidah, Y., Novita, I., & Masithoh, S. (2024). *Development Strategy for Palm Sugar (Arenga Pinnata)*.
- Anggraini, L., Yusdiarti, A., & Nahraeni, W. (2017). Partnership Strategy in PT. DIF Nusantara and Bali Fresh Female Farmers Group (BFFFG) in kedisian Village, Kintamani District, Bangli, Bali. *AgribiSains*, 3(1).
- Begho, T., & Begho, M. O. (2023). The Occupation of Last Resort? Determinants of Farming Choices of Small Farmers in Nigeria. *International Journal of Rural Management*, 19(2), 298–318.  
[https://doi.org/10.1177/09730052221091343/ASSET/IMAGES/LARGE/10.1177\\_09730052221091343-FIG3.JPEG](https://doi.org/10.1177/09730052221091343/ASSET/IMAGES/LARGE/10.1177_09730052221091343-FIG3.JPEG)
- Borden, D. S., & Mead, T. (2022). Rural Small and Medium Enterprises: Maximising the Value of Benefit Corporation Certification. *Https://Doi.Org/10.1177/09730052221135942*, 19(3), 456–472.  
<https://doi.org/10.1177/09730052221135942>
- Br Sijinjak, K., & Kusmiati, A. (2021). The Development Strategy of the Partnership Pattern Between PTPN XII Kalisanen Plantation with Partnership Farmer. *AgribiSains*, 7(2).
- Charatsari, C., Lioutas, E. D., & Koutsouris, A. (2020). Farmer field schools and the co-creation of knowledge and innovation: the mediating role of social capital. *Agriculture and Human Values*, 37(4), 1139–1154.  
<https://doi.org/10.1007/s10460-020-10115-8>
- Chukwuma-Ume, N., & Ume, C. O. (2023). Status of agribusiness enterprises in Nigeria: evidence from World Bank Enterprise Survey data. *Journal of Agribusiness in Developing and Emerging Economies, ahead-of-print*(ahead-of-print).  
<https://doi.org/10.1108/JADEE-04-2023-0100>
- Clay, P. Mac, Accursi, F., & Feeney, R. (2020). Risk attitudes between Argentine farmers: what determines willingness to take risks? *International Journal of Risk Assessment and Management*, 23(3–4), 255–273.  
<https://doi.org/10.1504/IJRAM.2020.114384>
- Condor, R. (2020). Entrepreneurship in agriculture: a literature review. *International Journal of Entrepreneurship and Small Business*, 40(4), 516–562.  
<https://doi.org/10.1504/IJESB.2020.109013>
- De Wolf, P., McElwee, G., & Schoorlemmer, H. (2007). The European farm entrepreneur: a comparative perspective. *International Journal of Entrepreneurship and Small Business*, 4(6), 679–692.  
<https://doi.org/10.1504/IJESB.2007.014979>
- Fatmawati, D., Masitoh, S., & Novita, D. I. (2018). BUSINESS PERFORMANCE AND DEVELOPMENT STRATEGY OF BROILER FARM CHICKEN FARMING PERFORMANCE AND DEVELOPMENT STRATEGY OF BROILER FARM. *Jurnal Agribisains ISSN*, 4(1), 23.
- Gambelli, D., Solfanelli, F., & Zanoli, R. (2014). Feasibility of risk-based inspections in organic farming: results from a probabilistic model. *Agricultural Economics*, 45(3), 267–277.  
<https://doi.org/https://doi.org/10.1111/agec.12063>
- Gonella, J. D. S. L., Deliberador, L. R., Filho, M. G., Silva, K. A. Da, & Batalha, M. O.

- (2022). Resilience and risk management in agribusiness supply chain: a systematic literature review. *World Review of Intermodal Transportation Research*, 11(2), 155–170. <https://doi.org/10.1504/WRITR.2022.127224>
- Hildenbrand, B., & Hennon, C. B. (2008). Beyond the concept of “getting big or getting out”: entrepreneurship strategies to survive as a farm family. *International Journal of Entrepreneurship and Small Business*, 6(3), 479–495. <https://doi.org/10.1504/IJESB.2008.01914>
- Hutahayan, B. (2021). Empowerment of small businesses based on agribusiness, micro and cooperatives in Malang to face the ASEAN market. *International Journal of Business Process Integration and Management*, 10(3–4), 195–200. <https://doi.org/10.1504/IJBPI.2021.124027>
- Jokinen, P., Jarvela, M., Huttunen, S., & Puupponen, A. (2008). Experiments in sustainable rural livelihood in Finland. *International Journal of Agricultural Resources, Governance and Ecology*, 7(3), 211–228. <https://doi.org/10.1504/IJARGE.2008.018326>
- Khan, W., Singh, T. P., & Jamshed, M. (2023). Understanding the ease of doing agribusiness in emerging Asian economies: evidence from world enterprises survey. *Journal of Enterprising Communities: People and Places in the Global Economy*, 17(2), 419–432. <https://doi.org/10.1108/JEC-03-2021-0037>
- Kos, D., Lensink, R., & Meuwissen, M. (2023). The role of social capital in adoption of risky versus less risky subsidized input supplies: An empirical study of cocoa farmers in Ghana. *Journal of Rural Studies*, 97, 140–152. <https://doi.org/10.1016/j.jrurstud.2022.10.027>
- Kuchimanchi, B. R., van Paassen, A., & Oosting, S. J. (2021). Understanding the vulnerability, farming strategies and development pathways of smallholder farming systems in Telangana, India. *Climate Risk Management*, 31(January), 100275. <https://doi.org/10.1016/j.crm.2021.100275>
- Kumar, G., Engle, C., Hegde, S., & van Senten, J. (2020). Economics of U.S. catfish farming practices: Profitability, economies of size, and liquidity. *Journal of the World Aquaculture Society*, 51(4), 829–846. <https://doi.org/https://doi.org/10.1111/jwas.12717>
- Lagerkvist, C. J., Larsen, K., & Olson, K. D. (2007). Off-farm income and farm capital accumulation: a farm-level analysis. *Agricultural Finance Review*, 67(2), 241–257. <https://doi.org/10.1108/00214660780001207>
- Ma, Y.-N., & Huang, S. (2014). The collaboration pattern, trust relationship, and transferring and learning willingness: evidence of China’s agribusiness and farmers. *International Journal of Services Technology and Management*, 20(1–3), 31–46. <https://doi.org/10.1504/IJSTM.2014.063587>
- Mandal, R., & Maity, S. (2022). Does a Diversified Crop Portfolio Make Farmers More Efficient? A Stochastic Production Frontier Analysis of Farm-level Data from Assam, India. *International Journal of Rural Management*, 18(1), 103–122. <https://doi.org/10.1177/0973005221997>

- 580/ASSET/IMAGES/LARGE/10.1177\_0973005221997580-FIG1.JPEG
- Masoomi, E., & Zamani, N. (2020). Determinants of entrepreneurial opportunity recognition by agricultural entrepreneurs. *International Journal of Entrepreneurship and Small Business*, 41(2), 279–303. <https://doi.org/10.1504/IJESB.2020.109938>
- McElwee, G., & Smith, R. (2012). Classifying the strategic capability of farmers: a segmentation framework. *International Journal of Entrepreneurial Venturing*, 4(2), 111–131. <https://doi.org/10.1504/IJEV.2012.046517>
- Morgan, S. L. (2011). Social Learning among Organic Farmers and the Application of the Communities of Practice Framework. *The Journal of Agricultural Education and Extension*, 17(1), 99–112. <https://doi.org/10.1080/1389224X.2011.536362>
- Mourya, M., & Mehta, M. (2021). Farmer Producer Company: India's Magic Bullet to Realise Select SDGs? <https://doi.org/10.1177/0973005221991660>, 17(1\_suppl), 115S-147S. <https://doi.org/10.1177/0973005221991660>
- Nahraeni, W., Masithoh, S., & Maesarah, I. (n.d.). Broilers' Perception of Partnership in Bekasi District, West Java. *AgribiSains*.
- Panyasing, S., Yongvanit, S., Nurmandi, A., & Prabhok, P. (2021). Collaborative Partnership and New Farm Management for Solving Drought According to Different Geo-Social Environment in the Northeast of Thailand. <https://doi.org/10.1177/09730052211043689>, 19(1), 64–88. <https://doi.org/10.1177/09730052211043689>
- Qanti, S. R., Peralta, A., & Zeng, D. (2022). Social norms and perceptions drive women's participation in agricultural decisions in West Java, Indonesia. *Agriculture and Human Values*, 39(2), 645–662. <https://doi.org/10.1007/s10460-021-10277-z>
- Raj, A. (2018). Corporate social responsibility in emerging economies: a case of Indian agribusiness. *International Journal of Business and Emerging Markets*, 10(3), 270–288. <https://doi.org/10.1504/IJBEM.2018.093010>
- Ramdani, D., Yoesdiarti, A., & Miftah, H. (2023). STRATEGI PENGEMBANGAN AGRIBISNIS PISANG ULI (Musa paradisiaca sapientum). In *Jurnal AgribiSains ISSN* (Vol. 9).
- Sabadin, R. K., Severo, E. A., & Guimarães, J. C. F. De. (2019). Innovation in ergonomics: a survey in the agribusiness sector of Brazil. *International Journal of Industrial and Systems Engineering*, 34(1), 124–143. <https://doi.org/10.1504/IJISE.2020.104319>
- Sinyolo, S., & Mudhara, M. (2018). The impact of social capital on entrepreneurship among smallholder farmers in rural South Africa. *Journal of Rural Development*, 37(3), 519–538. <https://doi.org/10.25175/jrd/2018/v37/i3/139522>
- Yu, X., Schweikert, K., Li, Y., Ma, J., & Doluschitz, R. (2023). Farm size, farmers' perceptions and chemical fertilizer overuse in grain production: Evidence from maize farmers in northern China. *Journal of Environmental Management*, 325,

116347.

<https://doi.org/https://doi.org/10.1016/j.jenvman.2022.116347>

Zulkifli, L., Purbowati, I. S. M., Indrayanto, A., Wijonarko, G., Maksum, A., Hanifa, H., Syarifah, R. N. K., & Novitasari, D. (2023). The hidden vulnerabilities behind financial sustainability: a case study of a sugarcane farm business in Pemalang City, Central Java, Indonesia. *Sustainability in Debate*, *14*(3), 207–218.

<https://doi.org/10.18472/SustDeb.v14n3.2023.50914>

Zulkifli, L., Putri, D. D., Wijayanti, I. K. E., & Setiawati, I. (2023). ANALISIS KARAKTERISTIK DAN MOTIVASI SOSIAL EKONOMI PETANI KAPULAGA DI LAHAN PERHUTANI KABUPATEN BANYUMAS. *SEPA: Jurnal Sosial Ekonomi Pertanian Dan Agribisnis*, *20*(1), 107. <https://doi.org/10.20961/sepa.v20i1.62114>