

AGRIBUSINESS DEVELOPMENT STRATEGY BASED ON REGIONAL SUPERIOR COMMODITIES

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Abstract

Developing agribusiness based on regionally superior commodities is a crucial strategy for driving regional economic growth, improving farmer welfare, and strengthening national food security. Each region has distinct natural resource, social, and economic characteristics, necessitating a specific agribusiness development approach based on local potential. This study aims to analyze agribusiness development strategies based on regionally superior commodities through a literature review. The study was conducted by examining various scientific sources, including journal articles, books, research reports, and policy documents relevant to agribusiness development, superior commodities, and regional development. The results indicate that an effective agribusiness development strategy relies on identifying superior commodities with comparative and competitive advantages, strengthening the agribusiness value chain from upstream to downstream, increasing human resource capacity, and providing sustainable policy and institutional support. Furthermore, the integration of technological innovation, market access, and collaboration among stakeholders are key factors in enhancing the competitiveness of agribusiness based on regionally superior commodities. This research is expected to serve as a conceptual reference for policy makers and agribusiness actors in designing adaptive, sustainable agribusiness development strategies that are oriented towards local superior potential.

Keywords: Agribusiness, regional superior commodities, development strategy, regional development

INTRODUCTION

The development of the agribusiness sector plays a strategic role in driving regional economic growth, improving the welfare of rural communities, and strengthening national food security. In many developing

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countries, including Indonesia, the agribusiness sector is not only the primary source of livelihood for a large portion of the population but also contributes significantly to employment, value-added creation, and poverty reduction (Lubis et al., 2020a). However, agribusiness development still faces various structural challenges, such as low productivity, limited market access, weak technological innovation, and a lack of upstream and downstream integration. These challenges require a more targeted, adaptive agribusiness development strategy based on the superior potential of each region.

Each region inherently possesses distinct natural resources, agro-climatic conditions, local culture, and socio-economic structures. These differences create specific comparative advantages that can be realized in the form of superior regional commodities. Superior regional commodities are agricultural products with high potential for development due to suitable land, available human resources, strong cultivation traditions, and promising market opportunities. Agribusiness development that fails to consider the advantages of local commodities often leads to inefficiency, dependence on external inputs, and low product competitiveness (Luckyardi et al., 2022a). Therefore, an agribusiness development approach based on regionally superior commodities is crucial as a strategy to maximize local potential and create sustainable economic development.

In the context of regional autonomy, local governments have an increasingly important role in formulating policies and strategies for regional economic development, including in the agribusiness sector. Decentralization provides opportunities for regions to identify, develop, and promote superior commodities that align with local characteristics. However, in practice, many regions still face difficulties in formulating integrated, data-driven agribusiness development strategies. Development planning is often sectoral and does not fully link the potential of superior commodities to the development of the entire agribusiness value chain, from production, processing, distribution, and marketing. This situation results in suboptimal added value from agricultural commodities and unequal economic benefits for farmers (Matkovski et al., 2021).

Furthermore, global and regional market dynamics influence the sustainability of agribusiness development. Changing consumption patterns, increasing demands for food quality and safety, and competition between regions and countries for agricultural products require agribusiness players to increase efficiency, innovation, and competitiveness. Regionally superior commodities that are not supported by appropriate development strategies risk losing market share and being displaced by substitute products (Syahza

et al., 2021a). Therefore, agribusiness development cannot focus solely on increasing production but must also encompass strengthening managerial, institutional, technological, and marketing aspects to ensure regional superior commodities can compete sustainably.

Agribusiness development based on regionally superior commodities also has important implications for regional development and reducing inter-regional disparities (Tian & Ma, 2022). By leveraging specific superior potential, regions can create new centers of economic growth based on local resources. This not only boosts the incomes of farmers and agribusiness players but also creates a multiplier effect for other sectors, such as the processing industry, transportation, and supporting services. However, without a clear and planned strategy, the development of superior commodities has the potential to create new problems, such as over-exploitation of natural resources, unequal distribution of economic benefits, and vulnerability to commodity price fluctuations (Iskandar et al., 2020).

On the other hand, current agribusiness development also faces challenges related to environmental sustainability and climate change. Unsustainable agricultural practices can threaten the long-term sustainability of leading commodity production. Therefore, agribusiness development strategies need to integrate sustainable development principles, including efficient resource use, environmental conservation, and adaptation to climate change. This approach is increasingly relevant given growing consumer awareness of sustainable and environmentally friendly agricultural products, which can ultimately provide a competitive advantage for regional leading commodities (Hanisah et al., 2021a).

Based on these conditions, a comprehensive study is needed on agribusiness development strategies based on regional leading commodities. This research is crucial for identifying the potential and challenges faced in developing leading commodities and formulating strategies that can optimize the role of agribusiness as a key driver of regional economic development. With the right approach, agribusiness development based on regional leading commodities is expected to increase regional competitiveness, strengthen local economic resilience, and promote inclusive and sustainable development. Therefore, research on Agribusiness Development Strategy Based on Regional Superior Commodities has high relevance both academically and practically, especially in supporting the formulation of more effective agribusiness development policies and strategies at the regional level.

RESEARCH METHOD

The research method used in the study, "Agribusiness Development Strategy Based on Regional Superior Commodities," is a literature review. This approach involves systematically reviewing various relevant sources, such as national and international scientific journals, textbooks, government policy reports, and publications from relevant institutions that discuss agribusiness development, regional superior commodities, regional economic development, and strategies based on local potential. The literature search process was conducted through trusted scientific databases to obtain credible and up-to-date references, with selection criteria emphasizing topic suitability, relevance to the regional context, and theoretical and empirical contributions to agribusiness strategy development.

The data and information obtained from these various sources were then analyzed descriptively and analytically by identifying key concepts, models, and findings related to determining superior commodities and formulating agribusiness development strategies. The analysis was conducted through the stages of grouping themes, comparing previous research results, and synthesizing a conceptual framework that explains the relationship between the potential of regional superior commodities, institutional support, and market dynamics. The results of this literature review will then be used to formulate agribusiness development strategies that are contextual, sustainable, and adaptive to local social, economic, and resource characteristics, so that they can become a conceptual basis for further research and the formulation of regional-based agribusiness policies.

RESULT AND DISCUSSION

Competitive and Comparative Advantage Analysis of Regional Leading Commodities

Analysis of the competitive and comparative advantages of regional leading commodities is a crucial aspect in planning for sustainable regional economic development. In the context of decentralization and regional autonomy, each region is required to identify, manage, and develop its economic potential to compete effectively at both the national and global levels. Regional leading commodities serve as a strategic instrument because they not only reflect the characteristics of local resources but also serve as a key driver of economic growth, job creation, and improved community welfare (Suparmono et al., 2022). Therefore, a thorough understanding of comparative and competitive advantages is the foundation for formulating targeted commodity development policies.

Comparative advantage refers to a region's ability to produce certain commodities at a relatively lower cost than other regions, which is generally influenced by natural factors such as geography, climate, land availability, natural resources, and labor (Suparmono et al., 2022). In many cases, regional leading commodities emerge naturally due to the suitability of the region's physical and socio-economic environment. For example, regions with fertile soil and humid tropical climates tend to have a comparative advantage in agricultural and plantation commodities, while coastal areas have a comparative advantage in the fisheries and marine sectors. These advantages are relatively stable in the long term because they are rooted in natural characteristics that are difficult for other regions to replicate.

However, comparative advantage alone is not enough to guarantee the competitiveness of regional leading commodities amidst increasingly competitive market dynamics. Globalization, trade liberalization, and technological advances have transformed the economic competitive landscape, requiring regions not only to produce at low costs but also to produce high-quality products with high added value, tailored to market needs (Wijaya et al., 2020). In this context, competitive advantage becomes a determining factor in the successful development of leading commodities. Competitive advantage relates to a region's ability to create added value through innovation, production process efficiency, technological mastery, human resource quality, and the effectiveness of local government institutions and policies.

Analysis of the competitive advantage of regional leading commodities emphasizes dynamic factors that can be developed and enhanced through policy interventions. Adequate infrastructure, such as transportation, logistics, and energy networks, plays a crucial role in reducing distribution costs and improving market access. Furthermore, support for research and development, the application of appropriate technology, and strengthening the capacity of local businesses are key elements in creating sustainable competitiveness. Commodities with competitive advantages are usually able to survive and thrive despite facing competitive pressure from similar products from other regions or countries (Sumarno et al., 2021).

The relationship between comparative advantage and competitive advantage is complementary. Comparative advantage can be a starting point in determining regional superior commodities, while competitive advantage serves as a reinforcement so that these commodities can maximize their economic contribution (Pawlak & Smutka, 2022). In practice, many regions possess comparative advantages in certain commodities but fail to maximize

their potential due to weak competitive advantages. This is often due to technological limitations, low-quality human resources, limited access to capital, and a lack of synergy between the government, business actors, and other supporting institutions.

Developing regional superior commodities oriented towards increasing competitive advantage requires an integrated and sustainable approach. One strategy that can be implemented is strengthening the commodity value chain, from upstream to downstream. By developing processing industries and diversifying products, regions can increase added value and reduce dependence on raw material sales. Furthermore, effective branding and marketing strategies also play a crucial role in building the image and reputation of superior commodities in the broader market. Geographic identity and local wisdom can be leveraged as differentiating values, strengthening the competitiveness of regional products.

Institutional aspects and public policy also have a significant influence on the competitive advantage of regional superior commodities. Conducive regulations, ease of licensing, and incentives for business actors can encourage investment and innovation. Regional governments play a strategic role as facilitators and catalysts in creating an economic ecosystem that supports the development of leading commodities. Synergy between regional development policies and market needs is key to ensuring that existing comparative advantages can be transformed into tangible competitive advantages (Zhang & Sun, 2022).

In the context of regional development, analysis of competitive and comparative advantages must also consider sustainability. Excessive exploitation of natural resources without regard for environmental carrying capacity can threaten the sustainability of leading commodities themselves. Therefore, commodity development must be directed toward environmentally friendly and sustainable production practices. The application of green economy and circular economy principles can be a strategy to maintain a balance between economic growth and environmental preservation, while increasing commodity competitiveness in a global market that is increasingly concerned with sustainability issues.

Overall, analysis of the competitive and comparative advantages of regional leading commodities provides an important conceptual framework for formulating regional economic development strategies. Comparative advantages provide a basis for potential derived from local characteristics, while competitive advantages determine the extent to which this potential can be optimally developed and utilized. The combination of the two is key to

creating superior commodities that are not only competitive but also contribute significantly to inclusive and sustainable economic development. With the right approach, regional superior commodities can become a driving force for regional economic transformation toward greater independence and competitiveness.

Strategy for Increasing Agricultural Productivity and Quality Based on Superior Commodities

A strategy for increasing agricultural productivity and quality based on superior commodities is an agricultural development approach that places local excellence as the primary foundation in policy planning and implementation. Superior commodities are understood as crops or agricultural products with high economic value, adaptability to local agro-ecological conditions, and sustainable market potential. This approach is becoming increasingly relevant amidst global challenges such as climate change, fluctuating food prices, limited land, and demands for improved farmer welfare. By focusing efforts on superior commodities, the productivity improvement strategy is directed not only at increasing harvest quantity but also at improving quality, production efficiency, and the competitiveness of agricultural products in national and international markets (Luckyardi et al., 2022b).

One key strategy for increasing agricultural productivity based on superior commodities is optimizing the use of local resources through the application of technology tailored to regional characteristics. Each region has different soil conditions, climate, and water availability, so the technological approach used must be location-specific. Selecting superior varieties that are resistant to pests, diseases, and environmental stresses is a crucial initial step. Superior varieties not only contribute to increased crop yields but also contribute to product quality uniformity. Furthermore, the application of modern cultivation technologies such as the "jajar legowo" (legowo) planting system, balanced fertilization, water-efficient irrigation, and the use of agricultural tools and machinery can increase production efficiency while minimizing yield losses.

Beyond technological aspects, improving the quality of agricultural products based on superior commodities also depends heavily on proper post-harvest management. The quality of agricultural products often declines not during the cultivation stage, but during post-harvest handling (Dien et al., n.d.). Therefore, quality improvement strategies must include improvements in harvesting, storage, processing, and distribution systems. Proper post-harvest handling can maintain the physical quality, nutritional content, and shelf life

of agricultural products. In the context of superior commodities, developing local processing units is a crucial strategy for increasing added value and expanding market opportunities. Through proper processing, superior commodities are sold not only as raw materials but also as processed products with higher economic value.

Another equally important strategy is strengthening human resource capacity, particularly for farmers as the primary actors in the agricultural system. Increasing agricultural productivity and quality is inextricably linked to farmers' knowledge, skills, and attitudes toward innovation (Mamat & Husen, 2021). Extension and training programs focused on superior commodities need to be designed sustainably and contextually. Extension should focus not only on cultivation techniques but also on farm management, risk management, and an understanding of food quality and safety standards. By increasing farmer capacity, the adoption of sustainable agricultural technologies and practices can be more effective and consistent.

Within the framework of modern agricultural development, strategies to increase productivity and quality of agricultural products based on superior commodities must also be integrated with strengthening agribusiness institutions and systems. Farmer institutions such as farmer groups, farmer group associations, and cooperatives play a strategic role in improving farmers' bargaining power, facilitating access to production inputs, and strengthening marketing networks. Through strong institutions, farmers can collectively procure inputs more cost-efficiently, while simultaneously marketing products in an organized manner with uniform quality standards. This is crucial for maintaining the consistent quality of superior commodities marketed to a wider market.

Furthermore, government policy support is a determining factor in the success of strategies to increase productivity and quality of agricultural products based on superior commodities. Pro-farmer policies, such as providing agricultural input subsidies, easy and affordable access to financing, and protecting commodity prices, can create a conducive business climate. The government also plays a role in developing agricultural infrastructure, from irrigation networks and farm roads to storage and processing facilities. Adequate infrastructure not only supports smooth production but also reduces yield losses and maintains product quality until it reaches consumers (Hanisah et al., 2021b).

In the context of sustainability, strategies to increase the productivity and quality of agricultural products based on superior commodities need to be directed toward environmentally friendly agricultural practices. Agricultural

intensification that ignores environmental aspects can lead to long-term natural resource degradation. Therefore, the implementation of sustainable agriculture, such as the use of organic fertilizers, integrated pest management, and soil and water conservation, is an integral part of the strategy for developing superior commodities. This approach not only maintains production sustainability but also enhances the image and competitiveness of agricultural products in a market increasingly concerned with environmental and health issues.

The Impact of Superior Commodity-Based Agribusiness Development on the Welfare of Farmers and Local Communities

Agribusiness development based on superior commodities is a strategy for agricultural sector development aimed at increasing added value, competitiveness, and economic sustainability in rural areas. Superior commodities are typically selected based on agro-climatic suitability, local wisdom, market potential, and the capabilities of local human resources (Syahza et al., 2023). By focusing on commodities with comparative and competitive advantages, agribusiness development focuses not only on increasing primary production but also encompasses processing, distribution, marketing, and strengthening farmer institutions. This approach shifts agriculture from being viewed as a subsistence sector to an integrated economic system capable of sustainably promoting the welfare of farmers and local communities.

From a farmer welfare perspective, superior commodity-based agribusiness development has a significant impact on increasing household incomes and economic stability. Through the application of more efficient production technologies, the use of appropriate inputs, and access to market information, farmers can improve the productivity and quality of agricultural products. Superior commodities, with relatively stable market demand and high economic value, enable farmers to obtain better selling prices compared to non-superior commodities. Furthermore, the integration of upstream and downstream sectors within the agribusiness system opens up opportunities for farmers to act not only as raw material producers but also as processing and marketing actors, resulting in greater profit margins (Saridakis et al., 2021).

Strengthening farmers' bargaining power is also a positive impact of developing superior commodity-based agribusiness. Through the formation of farmer groups, cooperatives, or other agribusiness institutions, farmers can improve their negotiating skills with intermediaries and other market players. Strong institutions enable farmers to gain access to financing, agricultural

insurance, and better technical and managerial assistance. In the long term, this contributes to reducing farmers' economic vulnerability to price fluctuations, climate change, and other production risks. Thus, farmer welfare improves not only quantitatively through income but also qualitatively through an increased sense of security and sustainability of farming.

The impact of superior commodity-based agribusiness development is also widely felt by local communities surrounding agricultural areas. Growing agribusiness activities encourage the creation of new jobs, both in the production, processing, transportation, and other supporting service sectors. This is particularly important in rural contexts, where limited non-agricultural employment opportunities are often a driving factor for urbanization. With increased employment opportunities in villages, local communities have more diverse alternative sources of income, thereby reducing unemployment and poverty rates. Furthermore, the economic turnover generated by agribusiness activities also increases people's purchasing power and encourages the growth of micro and small businesses in the region (Syahza et al., 2021b).

Agribusiness development based on superior commodities also contributes to social development and improves the quality of life of local communities. Increased regional revenues from the agribusiness sector can be allocated to rural infrastructure development, such as roads, irrigation, educational facilities, and health services. Adequate infrastructure not only supports the smooth operation of agribusiness activities but also improves community access to basic services. Furthermore, the agribusiness development process is often accompanied by training and community empowerment programs, aimed at enhancing the capacity of local human resources. This increase in skills and knowledge is an important asset for society in facing the ever-developing dynamics of the economy and technology.

From a socio-cultural perspective, developing agribusiness based on superior commodities can strengthen local identity and traditional wisdom associated with agricultural practices. Superior commodities derived from local traditions, such as regional crops or traditional processed products, can become symbols of community pride and economic attractiveness. When these commodities are developed professionally and market-oriented, their inherent cultural values are not lost but instead gain wider recognition. This has the potential to strengthen social cohesion and community participation in development, as they feel ownership and direct involvement in the economic development process in their region.

However, the positive impact of developing agribusiness based on superior commodities on the welfare of farmers and local communities depends heavily on the governance and sustainability of the programs implemented. Without careful planning and proper oversight, agribusiness development risks creating inequality, such as the dominance of large businesses that diminish the role of smallholder farmers, or the overexploitation of natural resources. Therefore, an inclusive and sustainable development approach is needed, one that positions farmers and local communities as key actors, not simply objects of development. Government policy support, equitable partnerships with the private sector, and active community participation are key factors in ensuring that agribusiness development truly provides long-term benefits for shared prosperity.

Evaluating the Performance and Sustainability of Agribusiness Development Strategies Based on Regional Leading Commodities

Evaluating the performance of agribusiness development strategies based on regional leading commodities is a crucial step in assessing the extent to which implemented policies and programs are able to achieve regional economic development goals sustainably. Regional leading commodities are generally selected based on a region's comparative and competitive advantages, including natural resources, agro-climatic conditions, local wisdom, and market potential (Lubis et al., 2020b). Therefore, agribusiness development performance is measured not only by increased production and productivity but also by its contribution to increasing farmer incomes, creating jobs, strengthening the value chain, and its impact on broader community welfare. A comprehensive evaluation is necessary to ensure that the strategies implemented are not short-term but rather support the sustainability of the agribusiness sector in the face of economic, social, and environmental dynamics.

In terms of economic performance, agribusiness development based on regional leading commodities has shown varying results across regions. In regions supported by adequate infrastructure, broad market access, and consistent policy support, agribusiness can develop into a driving force for the local economy. Increasing added value through agricultural processing, product diversification, and strengthening farmers' economic institutions are positive indicators of the strategy's success. However, in many other regions, agribusiness performance still faces various structural obstacles, such as small business scale, limited capital, low technology adoption, and reliance on traditional markets with high price fluctuations. This situation suggests that

performance evaluations need to address gaps in strategy implementation at the local level and assess the effectiveness of government and other stakeholder interventions in addressing these obstacles (Luckyardi et al., 2022c).

Institutional and governance aspects are also crucial in evaluating agribusiness development performance. The strategy's success is greatly influenced by synergy between local governments, business actors, financial institutions, research institutions, and farmer groups. In some regions, the formation of agribusiness partnerships and the strengthening of cooperatives or joint venture groups have improved farmers' bargaining power in the supply chain. However, weaknesses in cross-sectoral coordination, policy inconsistencies, and low managerial capacity within farmer institutions remain. Performance evaluations in this context need to assess the extent to which agribusiness governance can create an inclusive, transparent, and adaptive business ecosystem to changes in the business environment (Lubis et al., 2020c).

The sustainability of agribusiness development strategies based on regional superior commodities cannot be separated from social and environmental dimensions. From a social perspective, a sustainable strategy must empower local communities, reduce income disparities, and encourage farmer regeneration. Evaluations indicate that serious challenges remain regarding the interest of younger generations in the agribusiness sector, which is often perceived as unattractive and high-risk. Therefore, the sustainability of the strategy depends heavily on the ability of the government and business actors to integrate innovation, digital technology, and modern business models that can increase the attractiveness of agribusiness to the younger generation. Without such efforts, the sustainable development of superior commodities could potentially be hampered by limited human resources in the future.

From an environmental perspective, agribusiness sustainability requires a balance between increasing production and preserving natural resources. Evaluations of existing strategies indicate that agribusiness practices in some regions are still oriented towards intensive resource exploitation, with limited attention to soil, water, and biodiversity conservation. However, environmental degradation can threaten the long-term sustainability of leading commodity production. Therefore, agribusiness development strategies need to be evaluated based on the level of adoption of sustainable agricultural practices, such as the use of environmentally friendly inputs, waste management, and adaptation to climate change. Integrating

environmental sustainability principles into agribusiness policies and programs is a key prerequisite for ensuring the sustainability of regional leading commodities.

In a long-term context, evaluations of the performance and sustainability of agribusiness development strategies must also consider global market dynamics and changing consumer preferences. Demand for high-quality, safe, and sustainable agricultural products is increasing, so regions that are able to adapt their agribusiness strategies to these trends have a greater chance of survival and growth. Evaluations indicate that strengthening quality standards, product certification, and branding of regional leading commodities remain challenges in many regions. Without strategic steps to increase product competitiveness in national and international markets, the sustainability of agribusinesses based on superior commodities will be difficult to achieve (Duan et al., 2021).

Overall, evaluations of the performance and sustainability of regional superior commodity-based agribusiness development strategies indicate that success is determined not only by the potential of existing resources, but also by the quality of planning, implementation, and adaptation of strategies to various challenges. A holistic, participatory, and long-term approach is necessary to ensure that agribusiness becomes not merely a short-term economic driver but also a foundation for sustainable regional development. With ongoing evaluation and responsive strategy improvements, the development of agribusinesses based on regional superior commodities is expected to provide balanced and sustainable economic, social, and environmental benefits.

CONCLUSION

This study concludes that an agribusiness development strategy based on regionally superior commodities is an effective approach to driving sustainable local economic growth. Leveraging the comparative and competitive advantages of each region, including natural resources, agro-climatic conditions, and local wisdom, has been proven to increase the added value of agricultural products, strengthen market competitiveness, and expand business opportunities for agribusiness actors. Integration between upstream and downstream sectors through strengthening the value chain, improving production quality, and supporting infrastructure and market access are key factors in the successful development of agribusinesses based on superior commodities.

Furthermore, the research findings indicate that the role of local government policies, collaboration between stakeholders, and the adoption of innovation and technology significantly contribute to the sustainability of agribusiness development strategies. Support in the form of adaptive regulations, mentoring for farmers and business actors, and strengthening human resource capacity can increase the efficiency and productivity of the agribusiness sector. Thus, agribusiness development based on regionally superior commodities is oriented not only toward increasing production but also toward creating an inclusive, competitive agribusiness system that can sustainably improve community welfare.

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