

PAIN POINT OF MANGO FARMER IN JAKARTA, EAST JAVA AND NTB

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Mango is an important commodity of farmer to support farmer's income generation. During mango season, mango price becomes lowest and that impact to farmer's income. In order to identify season and problem this study was hold for. It used quantitative method and provide quisioner for collecting data. Survey area covered East Jakarta, East Java and Nusa Tenggara Barat (NTB). Result of study showed that there was 15 pain points of farmer. The most popular pain point was climate change. Other high percentage of pain point is capital. It is only happened at East Java and NTB meanwhile Jakarta is none. At NTB, beside climate change and capital, their pain are availability of competitor (95,65%) and uncertain mango quality (78,26%).

BACKGROUND

AusAID has been a keyplayer in supporting development activities in Indonesia. The Australia Indonesia Partnership for Decentralization-Rural (AIPD-Rural) aims to increase rural incomes in 5 provinces of Eastern Indonesia. Under this framework it has tendered a new project. The goal of Australia-Indonesia Partnership for Promoting Rural Income through Support for Markets in Agriculture AIP-PRISMA is to contribute to a 30%, or more, increase in net incomes for 1,000,000 poor rural female and male farmers, and those 300,000 farmers of which will be reached by June 2017.

To enable a quicker start for the new project by identifying potential partners, building up their capacity to take on the role of market facilitators AIPD-Rural (AusAID) commissioned Swisscontact – the Swiss Foundation for Technical Cooperation – to implement a project called IMDI (Introducing Market Development in Indonesia) from October 2012 till 31 March 2014

Commodity that has been identified and potential to be intervened is mango. AusAID attempts to sustain the cultivation of mango to produce high quality fruits using better agricultural inputs (fertilizer, pesticides and plant supplements, etc) in East Java and West Nusa Tenggara. The AusAID will collaborate with SYNGENTA to provide technical assistance to mango's farmers and its collectors. Syngenta is the largest agrichemical supplier in Indonesia. It has a very wide distribution and marketing network. The Syngenta business model is focused on a whole of crop approach providing a number of management solutions to farmers. The Syngenta business model is a holistic approach focused on assisting farmers to be profitable. Profitable farmers buy more inputs. Syngenta assists farmers outside of selling chemicals to help smallholders become profitable.

To enable working with private sector who is dealing with mangoes, it is required to collect database of traders or collectors in this sector at regional and national levels.

OBJECTIVE:

The objectives of study were:

1. To understand main problem of mango farmer in marketing channel
2. To observe the most pain point of farmer

METHOD AND SAMPLING

The study used quantitative method to collect data of collectors. It used quisioner as an instrument for interview. Sample of respondents were founded by 2 ways. First, sample was looked for from main market (pasar induk / pasar utama) in every city. Second, sample is founded from farmers in the field. The locations of study have several provinces. The provinces were Jakarta, West Java (Bekasi), East Java and West Nusa Tenggara. The detail of cities in provinces were:

Jakarta & Bekasi: Pasar Induk Kramat Jati (Jakarta); Pasar Cibitung (Bekasi). East Java: Kediri, Ponorogo, Tuban, Mojokerto, Gresik, Bojonegoro, Malang, Sidoarjo, Situbondo, Pasuruan, Probolinggo, Bondowoso, Banyuwangi. West Nusa Tenggara: Kabupaten Lombok Utara (Kecamatan: Bayan, Kayangan, Gangga), Kabupten Bima, Kota Bima, Kecamatan Utan Kabupaten Sumbawa.

Respondents are collector of mangoes. Total number of respondent is 90 farmers In Bahasa, collector means *Pengepul / Tengkulak / Pedagang Besar / Pedagang Grocir*. There are 3 groups of collector:

1. **C1**: is a person who bought mango from farmers directly
2. **C2**: are persons or small wholesalers who involve in mango trading (marketing channel) between C1 and C3.
3. **C3**: is a person who bought mango from C1 or C2 or farmers then sold bulky mango to other cities (Whole seller)

Beside collectors, another respondents are person / farmer with this criteria:

1. KT1: Collector has a fixed constituency from whom he/she buys
2. KT2: Farmer(s) who has a group farmer of mango and he/she become a leader or coordinator of the group in selling mango.

Some of collectors are not respondents. There are a *collector who sold directly to Supermarket then private sector / collector who has a mango plantation*

The study needed about 2 months for finalization.

RESULT

1. Detail Location Of Survey

The survey has 2 Kecamatan in West Java, 2 Kecamatan in Jakarta and 55 Kecamatan in East Java. NTB has 11 Kecamatan. The name of Kecamatan in each city are as follow:

Table 2. Kecamatan and City of Survey in Jakarta, West Java & East Java

No.	City		Kecamatan	No.	City		Kecamatan
1	Bekasi	1	Cibitung	10	Kediri	1	Grogol
2	Jakarta	1	Ciracas			2	Banyakan
		2	Kr Jati			3	Tarokan
3	Situbondo	1	Kapongan			4	Mojoroto
		2	Panji	11	Probolinggo	1	Kanigaran
4	Pasuruan	1	Kejayaan			2	Mariyangan
		2	Lumbang			3	Wonoasih
		3	Grati			4	Kedopo
		4	Winongan			5	Mayangan
5	Malang	1	Lowo Waru			6	Tongas
		2	Pakis			7	Pakuniran
		3	Kedung Kandang			8	Kademangan
		4	Klojen			9	Pajarakan
		5	Kasim	12	Bojonegoro	1	Sumberejo
		6	Kota Lama			2	Kanor
6	Banyuwangi	1	Kalipuro			3	Mbalen
		2	Banyuwangi			4	Bojonegoro
7	Gresik	1	Gresik			5	Terujo
		2	Sarirejo	13	Sidoarjo	1	Sedati
		3	Manyar			2	Gedang
1	Suko	3	Buduran				
8	Tuban	2	Bulu	14	Mojokerto	1	Puri
		3	Sukosari			2	Sooko
		4	Rengel	15	Ponorogo	1	Janangan
		9	Bondowoso			1	Kota Bondowoso
2	Prajekan					3	Balong
3	Botolinggo					4	Kauman
4	Bondowoso					5	Jenaregan
5	Dabasah					6	Babakan

Table 3. Kecamatan and City of Survey in West Nusa Tenggara

No	City	Kecamatan	
1	NTB	1	Kayangan
		2	Bayan
		3	Kayangan
		4	Gangga
		5	Lingsar
		6	Utan
2	Bima	1	Rasane
		2	Raba
		3	Punda
		4	Woha
		5	Palibelo

Distance of Kecamatan from city is vary. It is approximately about 1 – 20 Km from city. Transportation which was used to reach Kecamatan are bus, rental car, motorcycle (ojek) and pedicab (becak).

2. Respondents & Its Distribution

After fielding team in Jakarta, East Java and West Nusa Tenggara, the team founded 140 respondents. Probolinggo has the highest number of respondents. The second and third city is Situbondo and Pasuruan. Screening of respondent has been done and finds 129 respondents which meet qualifications (collector).

3. Category of Respondent

Based on data in quisioners, collectors can be categorized into C2, C2C3, C2KT1, C2C3KT1, C2,C3, KT1KT2, KT1, C3KT1 and C3KT2. The list of collectors and its percentage of each categories are as follow:

3.1. Jakarta & Bekasi.

At Jakarta and Bekasi, it is founded 33,33% of C2C3 KT1; 33,33% of C2C3; and 33,33% of C2.

3.2. East Java

At East Java, major category of respondent is C2C3 (82,00%). Category C2C3 KT1KT2 is 1,00%, C3KT1 and C3KT2 is 2,00%; C2 is 4,00% and C2C3KT1 is 9,00%.

4. Sex

Table 12. Percentage of Sex (%)

Sex	Province		
	Jakarta	East Java	NTB
Man	100,00	92,00	52,17
Woman	0,00	8,00	47,83

Man is dominant sex of collectors especially at Jakarta (100%) and East Java (92,00%). Meanwhile at NTB, comparison of man and woman has almost equal value (52,17% of man and 47,83% of woman).

5. Age

Average age is 40,33 years old at Jakarta, 43,51 years old at East Java and 47,78 years old at NTB (see table 13). The oldest collectors is 71 years old, belonged to Mr. Ahmad Sufini Amri, Sidoarjo. His category is C2C3. He lives at Desa Buncitan, Kecamatan Sedati, Sidoarjo, East Java. He has 28 years experiences in mango trading and his omzet is about Rp. 30 Million/year.

6. Experience

Average year of experience is between 15 year to 18 year. At Jakarta, average year of experience is about 15,17 years, at East Java is about 18,10 years and at NTB is about 18,57 years (see table 13).

The highest year of experience is belonged to Mr. Husnan, Probolinggo (48 years). His category of collector is C2C3. He is 58 years old and lives at Desa Curah Terimu, Kecamatan Tongas, Probolinggo, East Java. His omzet is about Rp. 120 Million/year.

7. Volume of Trading

Jakarta has the highest average volume of mango trading. The average volume of Jakarta is about 613,33 ton/year. East Java and NTB is about 257,37 ton/year and 106,96 ton/year. The maximum volume is about 2.000 ton/year (see table 13).

Mr. Muji is the one that has maximum volume of trading. He has C2C3 KT1 category of collector and his age is 38 years old. He lives at Kampung Cibitung, Bekasi, West Java. He has 15 years of experience and his omzet is about Rp. 150 Million/year.

8. Omzet

Average value of omzet is Rp. 178.333.333,33 for Jakarta, Rp. 175.385.900 for East Java and Rp. 262.065.217,39 for NTB. The highest value of omzet is Rp. 2 Billion/year. It is belonged to Mr. Kasan from Desa Randu, Kecamatan Kauman, Ponorogo, East Java. He is 51 years old and has 38 years of experience in mango trading. He is categorized as C2C3 KT1.

Note:

collector is afraid to answer value of his/her omzet honestly because it is confidential or he/she fears of being robbed.

Table 13. Average, Maximum and Minimum of Age, Experience, Volume of trading and Omzet of Collectors

Measurement	Age (year)	Experience (Year)	Volume (ton/year)	Omzet (Rp./year)
Jakarta & Bekasi				
Average	40,33	15,17	613,33	178.333.333,33
Maximum	53,00	33,00	2.000,00	500.000.000,00
Minimum	35,00	2,00	120,00	60.000.000,00
East Java				
Average	43,51	18,10	257,37	175.385.900,00
Maximum	71,00	48,00	1.350,00	2.000.000.000,00
Minimum	20,00	1,00	0,24	1.500.000,00
NTB				
Average	47,78	18,57	106,96	262.065.217,39
Maximum	63,00	30,00	300,00	900.000.000,00
Minimum	33,00	4,00	5,00	15.000.000,00

9. Average Price of Buying Mango

In average, price of mango at early season is about Rp. 16.916,67/Kg at Jakarta, Rp. 9.778,35/Kg at East Java and Rp. 2.339,13/Kg at NTB. For maximum price at early season is about Rp. 27.500/Kg at Jakarta, Rp. 45.000/Kg at East Java and Rp. 5.000/Kg at NTB.

Table 14. Price of Mango in Its Season (Rp.)

Measurement	Early Season***	Middle Season	End Season
Jakarta & Bekasi			
Average	16.916,67	4.875,00	11.500,00
Maximum	27.500,00	6.000,00	27.500,00
Minimum	8.000,00	4.000,00	4.000,00
East Java			
Average	9.778,35	4.093,88	4.843,88
Maximum	45.000,00*	20.000,00*	25.000,00*
Minimum	1.000,00	1.000,00	1.500,00
NTB**			
Average	2.339,13	2.215,22	3.436,96
Maximum	5.000,00	3.500,00	6.000,00
Minimum	800,00	1.000,00	1.000,00

Note:

*Informed by Eko Wahyuni, Probolinggo: it is for Mangga Manalagi (Mangga Madu).

**Hj Hindun, NTB: Price of mango at NTB is affected by production volume at East Java.

***Early season: Question in quisioner mentioned "Berapa harga rata-rata mangga yang anda beli; pada awal musim? Pada saat musim? Pada akhir musim?"

10. Kind of Mango in Trading

The most popular mango for collectors in trading are Arum Manis, Golek and Manalagi. At Jakarta, 100% of collectors trade with Arum Manis, 50,00% with Golek and 50,00% with Manalagi. An additional for Jakarta, 66,67% of collectors trade with Lalijiwa.

At East Java, the common mango in trading are Arum Manis (99,00%), Golek (75,00%) and Manalagi (88,00%). At NTB is as same as East Java although has percentage difference.

Table 15. Kind of Mango in Collector's Trade

No	Kind of Mango	Jakarta & Bekasi	East Java	NTB
1	Arum Manis	100,00	99,00	95,65
2	Indramayu	33,33	5,00	-
3	Golek	50,00	75,00	65,22
4	Gedong	16,67	13,00	-
5	Manalagi	50,00	88,00	91,30
6	Endog	-	25,00	-
7	Lalijiwa	66,67	48,00	21,74
8	Mangga Madu	-	65,00	82,61
9	Mangga Kemang	16,67	11,00	-
10	Mangga Darakanda	-	-	17,39
11	Mangga Paok Gedang	-	-	13,04
12	Mangga Paok Bayan	-	-	-
13	Mangga Nanas	-	100,00	-
14	Mangga Kopyar	-	100,00	-
15	Mangga Jarus	-	100,00	-
16	Mangga Podang	-	100,00	-
17	Mangga Bawang	-	-	100,00
18	Mangga Santoh	-	100,00	-
19	Mangga Beruk	-	100,00	-
20	Mangga Jawa	-	100,00	-
21	Mangga Gadung	-	100,00	-
22	Mangga Perawa	-	-	100,00
23	Mangga Dodol	-	-	100,00
24	Mangga Santa	-	-	100,00
25	Mangga Gading	-	-	100,00
26	Mangga Batu	-	-	100,00
27	Mangga Paskit	-	-	100,00
28	Mangga Parlat	-	-	-
29	Mangga Apel	-	-	100,00
30	Mangga Paya	-	-	100,00
31	Mangga Jati	-	-	100,00
32	Mangga Lowa	-	-	100,00
33	Mangga Panja	-	-	100,00
34	Mangga Basa	-	-	100,00
35	Mangga Dongo	-	-	100,00
36	Mangga Lokal Bima	-	-	100,00

Note:

- The percentage is calculated from total number of respondents
- There are different name and perception about kind of mango in collector's level. The survey only took a noted of respondent's answer.

11. Packaging

There are 3 major packaging systems in mango delivery. The most general packaging system is Wood Box (Peti). Almost of all collectors use wood box to pack mango for delivery to another cities (Jakarta 100%; East Java 90,00% and NTB 100%).

It is founded also that some collectors use carton box for packaging. It is about 33,33% at Jakarta; 38,00% at East Java; and 4,35% at NTB. Then for Plastic Box (Keranjang Plastik), it is about 6,00% at East Java and 8,70% at NTB.

Table 16. Packaging System of Mango (% of collectors)

No.	Province	Wood Box (Peti)	Carton Box	Plastic Box	Xeroform in big box
1	Jakarta & Bekasi	100,00	33,33	-	-
2	East Java	90,00	38,00	6,00	-
3	NTB	100,00	4,35	8,70	-

Note: The percentage is calculated from total number of respondents

12. Sortation

Mostly, the collectors sort their mango into different size of mango. The percentage of collector who sorted mango based on size is about 50,00% at Jakarta, 94,95% at East Java and 39,13% at NTB.

The other sortation ways are maturity. At Jakarta, 50,00% of collectors sort mango by maturity and at East Java and NTB is about 44,44% and 13,04%.

Table17. Sortation System of Mango (% of collectors)

No.	Province	Size of mango	Maturity	Damage	None
1	Jakarta & Bekasi	50,00	50,00	-	50,00
2	East Java	94,95	44,44	-	5,05
3	NTB	39,13	13,04	50,00	43,48

Note: The percentage is calculated from total number of respondents

Note:

Some of collectors do not make sortation by theirselves. The sortation is done by their buyer.

13. Purchasing Time

Table 18. Purchasing Time of Mango (% of Collectors)

No.	Province	Every day	Every Week	Ucertain
1	Jakarta & Bekasi	100,00	-	-
2	East Java	75,00	3,00	22,00
3	NTB	60,87	-	39,13

During mango season, almost every day the collectors make purchasing mango. At Jakarta, it is 100% purchasing every day. At East Java and NTB are about 75,00% and 60,87%.

Note: The percentage is calculated from total number of respondents

Note:

Purchasing time is affected by mango availability and collector's capital.

14. Delivery Time

Table 19. Delivery Time of Mango (% of Collectors)

No.	Province	Every day	Every Week	Ucertain
1	Jakarta & Bekasi	100,00	-	-
2	East Java	41,00	11,00	48,00
3	NTB	52,17	-	47,83

Delivery time of mango at Jakarta is every day. For East Java and NTB, delivery time every day is 41,00% and 52,17%. For uncertain day, East Java is 48,00% and NTB is 47,83%.

Note: The percentage is calculated from total number of respondents

Note:

East Java and NTB is depended on mango availability.

15. Transportation

The collectors use truck, pick up car and small vehicle such as cart, pedicab, carriage, motorcycle to pick up mango from farmer or other collector or to deliver to their buyer. For Jakarta, transportation that uses pick up car and truck, is not popular.

For East Java, collectors mostly use rental pick up (23,00%) and rental truck (77,00%) to deliver their mango meanwhile NTB rental pick up car is 52,17% and rental truck is 47,83%. There is a note for NTB that buyer bought mango at NTB and also use buyer's truck to pick up collected mango at collector's place.

About cost of rental, rental cost for pick up car is lower than truck for all province. For rental truck cost, it looks that Jakarta dan East Java are higher than NTB.

Note:

Cost of rental vehicle is variative. It is depending on distance of city which mango deliver to and in certain periode such as Lebaran and high tide during cross the sea. Sometimes, buyer will take his own vehicles to pick up mango from collectors.

Table 20. Transportation

Transportation		Province		
		Jakarta & Bekasi	East Java	NTB
Pick Up Car	Owner (%)	16,67	9,00	17,39
	Rental (%)	16,67	23,00	52,17
	Av. Cost of Rental (Rp.)	550.000,00	735.869,57	254.000,00
Truck	Owner (%)	-	5,00	8,70
	Rental (%)	16,67	77,00	47,83
	Av. Cost of Rental (Rp.)	2.500.000,00	2.708.666,67	572.222,22
Cart/ Pedicab / carriage / motorcycle	Owner (%)	-	3,00	-
	Rental (%)	-	6,00	4,35
	Av. Cost of Rental (Rp.)	-	19.000,00	-

Note: The percentage is calculated from total number of respondents

16. Payment Method

Some of collectors like to buy mango when young mango has raised in mango trees. It is called "ljon". This method is not popular in Jakarta and East Java but in NTB, this method is quiet popular. About 69,57% of NTB collectors uses this method to pay mango partially.

For "after harvesting by farmer" method, it seems that happens in NTB mostly. About 65,22% of collectors at NTB pay by this method partially meanwhile at Jakarta and East Java, this method is not popular.

For "pay directly to collector" method, this is popular at East Java (93,00%) but at NTB, this method is not popular (less than 50%). Note: most of collectors at NTB has KT 1 category.

For "borrowing capital", it seems that this method is not popular for all provinces. Jakarta do not uses this method at all and East Java (67,00%) & NTB (69,57%) do not use this method. This is also happened for "ordering subordinates to pay" method.

Table 21. Payment Method

No	Province	Payment Method	Buying at Mango Tree	After Harvesting by Farmer	Pay Directly to Collector	Borrowing Capital	Ordering subordinates to pay
1	Jakarta & Bekasi	100%	-	16,67	33,33	-	-
		Partially	-	16,67	33,33	-	-
		None	100,00	66,67	33,33	100,00	100,00
2	East Java	100%	5,00	26,00	51,00	4,00	-
		Partially	4,00	11,00	42,00	29,00	-
		None	91,00	63,00	7,00	67,00	100,00
3	NTB	100%	13,04	30,43	8,70	4,35	-
		Partially	69,57	65,22	34,78	26,09	4,35
		None	17,39	4,35	56,52	69,57	95,65

Note: The percentage is calculated from total number of respondents

Note:

There is other method, founded during survei. It calls "Sewa Kontrak" (Contract Rental). Sewa Kontrak means that collector will pay some amount to farmer to rent farmer's mango tree(s) for a year or couples of years. After contract, the collector will have right to maintain the mango tree such as watering, fertilizing, application of pesticide or hormon and harvesting. Then collector will sell all mango, what ever mango volume production is, to his buyer. The collector will take all risk for any unexpected condition.

Mr. Suparman is a collector who uses Sewa Kontrak. His category is C3 KT2. He is a head of Kelompok Tani with 33 members. His age is 51 years old and has experience for 21 years. He lives at Dusun Tengah Rt 03/04, Desa Kapongan, Kecamatan Kapongan, Situbondo, East Java. He has estimated omzet for more than Rp. 1,5 Billion/year. His son has been elected as a "Lurah" (Village Leader). His son said that his expend for agriculture input is more than Rp. 1 Billion/year and he also has a lot of mango farm.

17. City Purchase

City purchase is a location that mango harvested from its tree. The city can be a villages (desa), kecamatan or name of an area. Below is the list of cities which collectors harvested the mango and it is not describe a number of mango production volume. Total number of cities are 168 cities.

Table 22. City Purchase

No	OriginCity / Kecamatan /	No of	
		Sum	%
1	Probolinggo	93	10,67%
2	Situbondo	83	9,52%
3	Bima, NTB	58	6,65%
4	Bojonegoro	54	6,19%
5	Pasuruan	49	5,62%
6	Tuban	48	5,50%
7	Banyuwangi	31	3,56%
8	Kayangan	29	3,33%
9	Desa/kpKopen	27	3,10%
10	Wongiri Utan	25	2,87%
11	Bayan	19	2,18%
12	Gangga	19	2,18%
13	Ponorogo	18	2,06%
14	Lamongan	17	1,95%
15	Kampungrejo	16	1,83%
16	Bondowoso	15	1,72%
17	Sumberrejo	12	1,38%
18	Madiun	10	1,15%
19	Cukir Guling	8	0,92%
20	Ketapang	8	0,92%
21	Mojokerto	8	0,92%
22	Gresik	6	0,69%
23	Kp Jonggol	6	0,69%
24	Banyawan	5	0,57%
25	Sidoarjo	5	0,57%
26	Ndolopo	5	0,57%
27	Gading	5	0,57%
28	Kediri	5	0,57%
29	Banjar Arum	4	0,46%
30	Wonoasih	4	0,46%
31	Desa Jeruk	4	0,46%
32	Cepoko	4	0,46%
33	Surabaya	4	0,46%
34	Sumbawa	4	0,46%
35	Sabedo Utar	4	0,46%
36	Balong	3	0,34%
37	Banjarrejo	3	0,34%
38	Karang Asam	3	0,34%
39	Nganjuk	3	0,34%
40	Karangan Badegan	3	0,34%
41	Bulusari	3	0,34%
42	Tegal	3	0,34%
43	Pojok	3	0,34%
44	Kedung Adem	3	0,34%
45	Kalirang	3	0,34%
46	Badekan	2	0,23%
47	Bali	2	0,23%
48	Bandarejo	2	0,23%
49	Banjar Sari	2	0,23%
50	Besuk	2	0,23%
51	Pakis Aji	2	0,23%
52	Ngumpul Balong	2	0,23%
53	Karang Patihan	2	0,23%
54	Jepara	2	0,23%
55	Sigar Penjaln	2	0,23%
56	Salut Kayangan	2	0,23%
57	Sonorejo	2	0,23%
58	Kramban	2	0,23%
59	Malang	2	0,23%
60	Karang Lo	2	0,23%
61	Rengel	2	0,23%
62	Medali	2	0,23%
63	Mangkringan	2	0,23%
64	Karang	2	0,23%
65	Alas Kandang	1	0,11%
66	Balai Berang	1	0,11%
67	Bamban	1	0,11%
68	Banjar	1	0,11%
69	Belahan	1	0,11%
70	Berbendi	1	0,11%
71	Berbiro	1	0,11%
72	Blangbesi	1	0,11%
73	Bleber	1	0,11%
74	Tunjungan	1	0,11%
75	Wangsan	1	0,11%
76	Warung Jaek	1	0,11%
77	Wonorejo	1	0,11%
78	Wonosobo	1	0,11%
79	Ngawi	1	0,11%
80	Ngeros	1	0,11%
81	Nguling	1	0,11%
82	Jember	1	0,11%
83	Cirebon	1	0,11%
84	Bulusan	1	0,11%
85	Bululur	1	0,11%
86	Bukaan	1	0,11%
87	Branti	1	0,11%
88	Botolinggo	1	0,11%
89	Botoh	1	0,11%
90	Caruban	1	0,11%
91	Tegal	1	0,11%
92	Sukosari	1	0,11%
93	Subantoro	1	0,11%
94	Kraksan	1	0,11%
95	Madura	1	0,11%
96	Klambang	1	0,11%
97	Kitelan	1	0,11%
98	Kepobaru	1	0,11%
99	Keliang	1	0,11%
100	Mboro	1	0,11%
101	Maron	1	0,11%
102	Manyarsari	1	0,11%
103	Manyaran	1	0,11%
104	Maner	1	0,11%
105	Lombok	1	0,11%
106	Laweyan	1	0,11%
107	Lanas	1	0,11%
108	Kuningan	1	0,11%
109	Tapen	1	0,11%
110	Prajeakan	1	0,11%
111	Sendang	1	0,11%
112	Selang	1	0,11%
113	Sedarat	1	0,11%
114	Sawur	1	0,11%
115	Rol Sawah	1	0,11%
116	Pojajar	1	0,11%
117	Plumpung	1	0,11%
118	Ploso	1	0,11%
119	Pilareb Kenceng	1	0,11%
120	Pemalang	1	0,11%
121	Pekalongan	1	0,11%
122	Talok	1	0,11%
123	Sumpilah	1	0,11%
124	Slawi	1	0,11%
125	Pejan	1	0,11%
126	Patemoh	1	0,11%
127	Mibit	1	0,11%
128	Mentenga	1	0,11%
129	Menganti Desa	1	0,11%
130	Kp Panda	1	0,11%
131	Kebun Asem	1	0,11%
132	Kebonsari	1	0,11%
133	Karang Pabean	1	0,11%
134	Karang Jati Kedung	1	0,11%
135	Kandang Jati	1	0,11%
136	Judel Kec Tarokan	1	0,11%
137	Jl Suci	1	0,11%
138	Jatirejo Dinoyo	1	0,11%
139	Jantis Selarang	1	0,11%
140	Gunung Buntan	1	0,11%
141	Gosong	1	0,11%
142	Goliman	1	0,11%
143	Glongongan	1	0,11%
144	Gebang	1	0,11%
145	Gayam	1	0,11%
146	Ganting	1	0,11%
147	Dusun Jajar	1	0,11%
148	Dusun Gupak Waru	1	0,11%
149	Ds. Wonoloyo	1	0,11%
150	Ds. Kapongan	1	0,11%
151	Ds. Cura Coto	1	0,11%
152	Ds Sumber Kramat	1	0,11%
153	Ds Mende	1	0,11%
154	Desa Parang	1	0,11%
155	Desa Kalipan	1	0,11%
156	Dadapan Balong	1	0,11%
157	Gampeng, Bojone	1	0,10%
158	Dusun Jajar	1	0,10%
159	Dusun Gupak Waru	1	0,10%
160	Ds. Wonoloyo	1	0,10%
161	Ds. Kapongan	1	0,10%
162	Ds. Cura Coto	1	0,10%
163	Ds Sumber Kramat	1	0,10%
164	Ds Mende	1	0,10%
165	Desa Pekuniran	1	0,10%
166	Desa Parang	1	0,10%
167	Desa Kalipan	1	0,10%
168	Dadapan Balong	1	0,10%

18. Destination City for Selling Mango

The most popular city to sell mango is Jakarta (13,20%). The other cities are Malang (10,31%), Bandung (6,39%), Bima (5,57%), Surabaya (5,36%) and Yogyakarta (4,74%). Some of collectors sell mango to outside Java Island such as Lampung, Padang, Bangka Belitung, Batam, Jambi, Bukit Tinggi, Medan, Pekanbaru, Palembang, Balikpapan, Samarinda, Banjarmasin, Sulawesi, Papua and Singapore.

Table 23. Destination City for Selling Mango

No.	Destination City	Respondent		No.	Destination City	Respondent	
		Total	%			Total	%
1	Jakarta	64	13,20%	43	Lampung	2	0,41%
2	Malang	50	10,31%	44	Lingsar	2	0,41%
3	Bandung	31	6,39%	45	Meno Rhee	2	0,41%
4	Bima NTB	27	5,57%	46	Padang	2	0,41%
5	Surabaya	26	5,36%	47	Pleihari	2	0,41%
6	Yogyakarta	23	4,74%	48	Tulung Agung	2	0,41%
7	Pasuruan	15	3,09%	49	Situbondo	2	0,41%
8	Bali	12	2,47%	50	Karang Asem Bali	1	0,21%
9	Bekasi	12	2,47%	51	Lombok	1	0,21%
10	Tangerang	12	2,47%	52	Banten	1	0,21%
11	Semarang	10	2,06%	53	Cepu	1	0,21%
12	Mataram NTB	10	2,06%	54	Bangka Belitung	1	0,21%
13	Jawa Tengah	9	1,86%	55	Batam	1	0,21%
14	Probolinggo	8	1,65%	56	Bojonegoro	1	0,21%
15	Denpasar	7	1,44%	57	Cibitung	1	0,21%
16	Demak	7	1,44%	58	Jambi	1	0,21%
17	Wonogiri	7	1,44%	59	Kendal	1	0,21%
18	Kalimantan	6	1,24%	60	Kerawang	1	0,21%
19	Bondowoso	6	1,24%	61	Kintamani Bali	1	0,21%
20	Blitar	6	1,24%	62	Klaten	1	0,21%
21	Jepara	6	1,24%	63	Lasem Rembang	1	0,21%
22	Serang	6	1,24%	64	Lombok Barat	1	0,21%
23	Pekanbaru	5	1,03%	65	Lombok Timur	1	0,21%
24	Samarinda	5	1,03%	66	Madiun	1	0,21%
25	Banjarmasin	4	0,82%	67	Madura	1	0,21%
26	Palembang	4	0,82%	68	Majenang	1	0,21%
27	Sidoarjo	4	0,82%	69	Mojokerto	1	0,21%
28	Balikpapan	3	0,62%	70	Pancor Dau	1	0,21%
29	Jawa	3	0,62%	71	Panjen	1	0,21%
30	Banyuwangi	3	0,62%	72	Papua	1	0,21%
31	Bogor	3	0,62%	73	Poaya	1	0,21%
32	Jember	3	0,62%	74	Tuban	1	0,21%
33	Jombang	3	0,62%	75	Tanah tinggi	1	0,21%
34	Lamongan	3	0,62%	76	Rembang	1	0,21%
35	Pati	3	0,62%	77	Riau	1	0,21%
36	Pontianak	3	0,62%	78	Sampit	1	0,21%
37	Singaraja Bali	3	0,62%	79	Solo	1	0,21%
38	Bangil	2	0,41%	80	Sragen	1	0,21%
39	Bontang	2	0,41%	81	Subang	1	0,21%
40	Medan	2	0,41%	82	Sulawesi	1	0,21%
41	Bukit Tinggi	2	0,41%	83	Singapore*	1	0,21%
42	Jawa Timur	2	0,41%	84	Tasikmalaya	1	0,21%

Note:

*Mr. Umar is a collectors who sells mango to Singapore. He also sells to Jakarta, Surabaya and Bali. He is 56 years old and stays at Desa Jati, Kecamatan Mayangan, Probolinggo, East Java. He said that he has 33 years of experiences. He said also that his volume of buying is about 100 ton/year and his omzet is about Rp. 100 million / year.

19. Pain Point

There are 15 pain points which was interviewed in this study. The most popular pain point from collectors is climate change. All collectors at NTB feel that climate change affects production volume of mango meanwhile Jakarta and East Java are about 83,33% and 85,00% respondent affected.

Other high percentage of pain point is capital. It is only happened at East Java and NTB meanwhile Jakarta is none.

At NTB, beside climate change and capital, their pain are availability of competitor (95,65%) and uncertain mango quality (78,26%).

Table 24. Pain Points of Mango Collector (%)

No	Pain Point	Jakarta & Bekasi	East Java	NTB
1	Capital	-	77,00	100,00
2	Don't have enough workers	-	38,00	30,43
3	Transportation	-	42,00	26,09
4	Competitor	50,00	47,00	95,65
5	Difficulty finding a mango	-	18,00	65,22
6	Limited Place for trading	50,00	29,00	4,35
7	Don't have warehouse	16,67	34,00	21,74
8	Price of Mango is higher than other fruit relatively	-	33,00	21,74
9	Discontinue of Mango Availability	-	62,00	65,22
10	Selling other fruit si profitable	-	19,00	43,48
11	Many Bad Fruit	33,33	26,00	60,87
12	Uncertain Mango Quality	16,67	60,00	78,26
13	Difficulty providing specific mango	16,67	43,00	26,09
14	Difficulty meet the amount / volume of mango demand from buyers	-	25,00	60,87
15	Climate Change	83,33	85,00	100,00

Note: The percentage is calculated from total number of respondents

CONCLUTION

Result of study showed that there was 15 pain points of farmer. The most popular pain point was climate change. Other high percentage of pain point is capital. It is only happened at East Java and NTB meanwhile Jakarta is none. At NTB, beside climate change and capital, their pain are availability of competitor (95,65%) and uncertain mango quality (78,26%).

RECOMMENDATION

In order to increase pain point information, it is suggested to conduct focus discussion group to another collectors who is not covered in this study. It will increase variety of information then makes this study to have lot of information about mango collectors.

Other, some issues or notes should be address for indepth interview during focus discussion group in order to explore more important and interesting information related to this study. It is necessary to provide discussion guide for focus discussion group.

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