

Overview Of Mangosteen Exports In West Sumatra Province

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Abstract— This research is motivated by the importance of the right export process according to procedures in increasing mangosteen exports. This study aims to describe the process or stages from before to export mangosteen in West Sumatra Province, as well as efforts made by exporters in meeting export requirements, understanding customer needs, dealing with competitors and managing packing houses to improve marketing performance or exports of mangosteen commodities in West Sumatra Province. The research method used is descriptive research method. Samples and research respondents were mangosteen exporters in West Sumatra Province. Data obtained through direct interviews through questionnaires with mangosteen exporters PT Eshfar Buah Segar, PT Angkasa Fruit and PT Sinar Harapan Bersatu. Based on the research conducted, it can be seen that the mangosteen export process in West Sumatra Province goes through several stages including the collection of farmers' garden registers, mangosteen collection, sorting, packing, quarantine and labeling, truck loading, port delivery, container loading and delivery to importers. Mangosteen exporters in West Sumatra Province have a good export market orientation by being able to understand customers, face competitors and manage packing houses and increase exports in their marketing performance.

Keywords— export, mangosteens, packing house

I. INTRODUCTION

Mangosteen is a tropical fruit known as the Queen Of Fruits because it has many health benefits, a soft taste and texture, and high aesthetic value. Mangosteen is one of Indonesia's leading export commodities, the Indonesian Quarantine Center (Barantin) released data on Indonesian mangosteen, which is known for its premium quality, recorded an export volume of 59,562 tons with a value of IDR 2.02 trillion in 2024 which placed mangosteen first in fruit exports. The main markets for Indonesian mangosteen include China, Malaysia, and the United Arab Emirates (UAE).

The Ministry of Agriculture argues that mangosteen is one of the horticultural commodities that have export opportunities (in addition to mangoes, mangosteen, salak, pineapple) and the target of future horticultural development is to develop value-added and competitive horticultural commodities. Mangosteen export opportunities make the Indonesian government to develop

mangosteen itself. However, the era of globalization makes Indonesian mangosteen must be able to compete with other mangosteen in the local and world markets. Muslim and Nurasa (2011) said that mangosteen itself has the opportunity to be developed because of the high consumption in the country and abroad which is realized in export activities..

A challenge in mangosteen exports in Indonesia is quality issues that can hinder the export process. The inhibiting factors in horticultural exports including mangosteen include a lack of knowledge about sanitary and phytosanitary certification imposed by importing countries (FAOSTAT, 2011). For example, when exporters will export mangosteen fruit to other countries, they must meet the minimum threshold of pest identification, sanitation and phytosanitary and other rules imposed in the importing country. The Agricultural Quarantine Agency will inspect and issue a certificate as a requirement to qualify for export (Ministry of Agriculture, Fisheries and Forestry, 2012). Furthermore, there are many resource-related problems, including a lack of working capital, a lack of human resources skilled in exporting and a long period of time for return on investment (Revindo, 2017). Finally, procedural issues include administrative procedures, export implementation procedures and transportation procedures. The administrative process for exports takes a long time and is quite expensive, starting from licensing to customs arrangements.

Indonesia exports the most mangosteen to China, Hong Kong, and Arabia. China is the main export market for Indonesian mangosteen products. The things that influence why Indonesia exports a lot of mangosteen to China are because of high demand and Indonesia is the best mangosteen producing country. On the other hand, the governments of Indonesia and China have good cooperation in terms of trade. The Indonesian government has been trying to increase economic cooperation with China, including in the mangosteen trade. This makes the mangosteen export process from Indonesia to China easier (Hesti, 2023). However, there have been cases where Indonesian mangosteen exports were banned from entering China in 2010. In 2012, China rejected another shipment of mangosteens due to fruit flies (Cheshire, 2013). Therefore, the Association of Vegetable and Fruit Exporters (AESBI) proposed to establish a special area for the cultivation of fruits and vegetable products in the country, with adequate supervision and distribution (Global Business Indonesia Guide, 2016).

The distribution of mangosteen in Indonesia is not evenly distributed and is still centered on Java and Sumatra. Mangosteen that is exported is produced from production centers in several regions in Indonesia, one of which is West Sumatra Province. West Sumatra Province is the largest producer of mangosteen in Indonesia which makes mangosteen as one of the leading and specific commodities (Syam, 2003). Based on data from the information system and quarantine application services, BEST-TRUST, the export volume of mangosteen fruit from West Sumatra in 2024 reached 1,247,021.4 kg with a total value of Rp32.98 billion. This data shows that West Sumatra Province has great potential in mangosteen exports. The ongoing mangosteen exports are expected to have a positive impact on the economy of West Sumatra Province. With product quality continuing to improve, Sumatra has a great opportunity to expand its international market in the future. West Sumatra Province demonstrates its commitment to maintaining the quality standards of export products, while opening opportunities for local farmers to further contribute to regional economic growth. With this success, West Sumatra Province proves its position as one of the high-quality tropical fruit producers in Indonesia that is recognized by the global market.

West Sumatra Province's mangosteen export process is inseparable from the collaboration between exporters and the government. Exporters are committed to fulfilling export requirements or procedures so that mangosteens can be sent to importing countries such as administrative requirements, facilities, buildings, tools and equipment, labor while the government facilitates by providing services through the Indonesian Quarantine Agency (BARANTIN) in checking mangosteen commodities to make them eligible for export and free from OPTK (Quarantine Plant Disturbing Organisms) and the Regional Food Safety Competent Authority (OKKPD) in registering exporters or packing houses. Based on the description above, the authors are interested in conducting research on how the process or stages from before to export mangosteen in West Sumatra Province, as well as efforts made by exporters in meeting export requirements, understanding customer needs, dealing with competitors and managing packing houses to improve marketing performance or mangosteen exports in West Sumatra Province. Therefore, the author took the title **“Overview of Mangosteen Exports in West Sumatra Province”**

II. METHODS

This research was conducted in West Sumatra Province. The research location was purposively selected with the consideration that West Sumatra Province is one of the largest producers and exporters, production centers and mangosteen development in Indonesia which is also supported through the Decree of the Governor of West Sumatra No: 521/305/2013. The research method used is descriptive research which aims to describe the object and subject of research objectively and aims to describe facts systematically and precisely (Zellatifanny and Mudjiyanto, 2018). The data sources used in this study were obtained from primary data by direct interviews with several mangosteen exporters in West Sumatra Province.

III. RESULT AND DISCUSSION

Identity of mangosteen exporters in West Sumatra Province

Mangosteen exporters in West Sumatra Province include PT Eshfar Buah Segar, PT Angkasa Buah and PT Sinar Harapan Bersatu. PT. Eshfar Buah Segar, PT. Buah Angkasa and PT. Sinar Harapan Bersatu are mangosteen exporters in West Sumatra Province, three of the sixty-four mangosteen exporters that have been registered and eligible for export at the Indonesian Ministry of Agriculture. PT Eshfar Buah segar is a parent company located in Payakumbuh City which has branches in Purwakarta Regency and Banyuwangi Regency. PT Buah Angkasa has a parent company in Tangerang City and has branches in Agam Regency and Denpasar City. Meanwhile, PT Sinar Harapan Bersatu has a parent company in Tangerang City and one of its branches is in Lima Puluh Kota Regency.

These three exporters have been registered or registered in Indonesia by the Regional Food Safety Competent Authority (OKKPD) with prior registration, packing houses must meet the requirements of facilities, buildings, tools and equipment, labor. Only after meeting these requirements can a license to export be issued. The exported mangosteen fruit comes from mangosteen farms that have been registered by the agency in charge of horticulture. The farm must implement Good Agricultural Practice and Integrated Pest Management. Mangosteen fruit to be exported must be selected, sorted, and treated with compressed air to ensure the quality of the fruit.

Exporters in West Sumatra Province export mangosteen with the main destination country being China through the ports of Tanjung Priok, Tanjung Perak and Belawan. Export requirements to China are stricter because in addition to being registered by the OKKPD Regional Food Safety Competent Authority (OKKPD), then after being sent must also wait for a permit issued by China. Another requirement is that it must be free of OPTK (Quarantine Plant Disturbing Organisms) which will be checked by the quarantine center at the packing house, where quarantine officers will issue a quarantine certificate as a guarantee that it is free of OPTK..

Mangosteen Export Process in West Sumatra Province

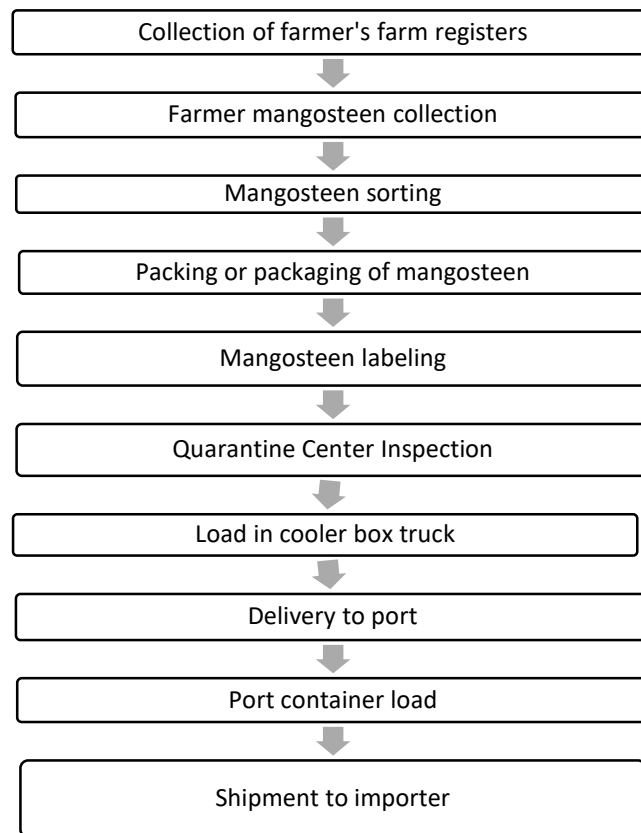


Figure 1. Mangosteen Export Process of West Sumatra Province

The initial export process will begin with the exporter collecting the farmer's farm register. The aim is to signify that the farmer has met the GAP (Good Agricultural Practices) standard for mangosteen so that the crop can be exported. After the farmer's farm registers are collected, there will then be an agreement on the collection of mangosteens and the price of mangosteens between the farmer and the exporter. The collection of mangosteens can be done by exporter employees in the farmer's garden or the farmer himself delivering the harvest directly to the packing house.

The exporter will set the price of mangosteen which has also received the export price from the importer. The price of mangosteen depends on the marketing price of mangosteen in the international market, the demand for mangosteen for export and the amount of mangosteen harvested by farmers and will change during the mangosteen harvesting process. The highest price of export-worthy mangosteen can reach Rp70,000/kilogram and the lowest Rp12,000/kg during the approximately three-month harvest period. For non-export mangosteens, the price ranges from Rp20,000 to Rp3,000/kg.

After all the farmers' mangosteens are collected at the packing house, the next step is sorted by packing house employees into super one (SP 1), super two (SP2) and former sorting (BS) groups. The sorting group that will be exported is only super one (SP 1) and super two (SP2) while the former sorting (BS) will be sold in the main market or marketed directly in the local market by farmers later.

Mangosteens that have entered the export group will be packaged or packed in a special mangosteen basket for export with a filling of 7 kilograms in one basket. Furthermore, it will be inspected by the quarantine center at the packing house where quarantine

officers will issue a quarantine certificate as a guarantee of free OPTK (Quarantine Plant Disturbing Organisms). After that, it will be labeled by the quarantine center as an identity of mangosteen from the packing house that is suitable for export.

Mangosteen that has been packed will then be loaded in a cooling car with a type of load of 3 tons and 5 tons with a temperature of 10°C during shipping to the port of Tanjung Priok for a maximum of two days. After arriving at the port, loading will be carried out in port containers which are also facilitated by cooling temperatures. After finishing loading the container, the port ship will send it to the importer spending 7-10 days of shipping.

Mangosteen Export Market Orientation of West Sumatra Province

Mangosteen Exporter Customer Orientation

Mangosteen exporter customers are importers. Importers referred to here are buyers from several countries such as China, Malaysia and Thailand. The buyer's need for mangosteen is very high even exporters have not been able to meet the needs of buyers both in quality and quantity.

Information from mangosteen exporters that customers want quality mangosteen fruit from dark purple fruit which indicates that the fruit is fully ripe, fruit skin that is free from spots or damage, mangosteen ears that are still hard and not cut, fresh fruit aroma and white flesh with a balanced sweet and sour taste. As for the size of mangosteen fruit from farmers collected by exporters, it will be grouped from the sorting results by being divided into super quality fruit (SP), there are super 1 and super 2 and ordinary quality (BS) which will be packed in baskets with a filling of 7 kilograms in one basket.

Mangosteen fruits collected by exporters from mangosteen farmers will be washed and sorted for packing in special mangosteen baskets for export. Exporters in meeting customer satisfaction by developing their packing houses such as having quarantine permits and export permits from the government according to export standards then later the importer country will receive the export permit then further export activities can be carried out. In addition, development is carried out by improving existing infrastructure in the packing house such as baskets for better mangosteen packing, digital scales, air compressors for cleaning mangosteen and thermoking cars containing coolers for shipping mangosteen and keeping the quality of mangosteen fresh until the destination country.

Maintaining good relations with customers, exporters have quality control at the packing house and in the field of mangosteen farmers, exporters will also ask customer satisfaction with export products that have arrived at the customer's place. If a problem is found regarding quality, the exporter will look for the source of the problem to maintain buyer confidence. So that exporters are always committed to maintaining customer satisfaction and receiving input from customers that make customers believe in mangosteen exports exported by exporters. In addition to paying more attention to customers, exporters also often help customers in the distribution of mangosteen by providing transportation services that can pick up or deliver mangosteen fruit so as to help customers in terms of transportation costs from getting to the port to the destination country.

Competitor Orientation of Mangosteen Exporters

Competitor orientation means how exporters must understand and know the advantages and weaknesses of competitors by searching for information and reacting to activities carried out by competitors such as other exporters, be it fellow mangosteen farmers around or exporters located in other areas related to mangosteen exports.

Based on the results of interviews, mangosteen exporters in West Sumatra Province have intense competition between exporters. There are 64 mangosteen exporters who have been recorded and are eligible to export at the Indonesian Ministry of Agriculture. This is because various exporters are trying to become the trust of importers in meeting the needs of mangosteen in the international market. Exporters already understand the activities and work systems of other exporters such as how to work with farmers, communicate with importers regarding prices and the number of needs to be met. To gain the trust of importers, exporters will maintain commitments in accordance with agreements such as the quality and price of existing commodities that have been collected by exporters to be sent.

Exporters and competitors will compete to become regular customers of importers whose benefits can be given spending money and facilities such as transportation of mangosteen shipments to the importer's country. The advantages of exporters from competitors are that some have branch exporters on the island of Sumatra and Java so that they are able to collect mangosteen in larger quantities and when one island has no mangosteen production, exports continue by sending production from other islands and all branches of the packing house are managed by the exporter's own family as managers, making it easier to manage the packing house. While the weakness of competitors known to exporters is that there is often a lack of commitment from exporters who are too ambitious by asking for large spending money but not proportional to the amount and quality of mangosteen sent so that importers do not continue cooperation with these competitors.

Interfunctional Coordination of Mangosteen Exporters

Interfunctional coordination is how mangosteen exporters coordinate resources that exist in internal exporters in achieving the goals, vision and mission of the packing house.

Based on the results of the interview, mangosteen exporters in managing the packing house will be divided into several divisions that will be carried out by exporter employees. In establishing cooperation with mangosteen farmers, exporters will first collect farm registration obtained from the agriculture office which indicates that the farmer has met the mangosteen GAP (Good Agricultural Practices) standard. As for cooperation with importers, exporters will agree on an export contract with importers that contains the budget and facilities obtained by exporters to support the delivery of commodities to destination countries. To meet mangosteen export standards, exporters will prepare packing houses that have been registered and have quarantine permits and permits from importing countries.

Packing house operations are also carried out properly such as the completeness of packing house facilities, namely collection warehouses, transportation equipment, sorting equipment and baskets for packing mangosteen that are in accordance with export standards. The manager will manage the packing house from collecting farmers' mangosteens, sorting and packing and will be loaded in a thermoking car or cooling car that contains 3 tons for small cars while large cars can accommodate 5 tons of mangosteens. All of these activities are carried out in one day to maintain the quality of the mangosteen until it reaches the destination country. After this export car arrives at the port specified by the importer in the contract, it will also be loaded in a container that is also facilitated with temperature cooling.

Marketing Performance of Exporters

Based on the results of interviews regarding marketing performance, mangosteen exporters have not been able to meet the needs of mangosteen in the international market. This is due to the small number of mangosteens that are able to meet export standards. This will motivate exporters in the future to increase exports by maintaining the quality of commodities from mangosteen farmers according to importer needs.

The volume of sales or the amount exported by exporters has increased every export period, PT Eshfar Fresh Fruit was able to send as many as 300 mangosteen containers to China compared to the previous season ranging from 100-200 mangosteen containers with one shipment able to send 30-50 containers. PT Buah Angkasa and PT Sinar Harapan Bersatu also experienced an increase in export volume which was able to send 100-200 containers of mangosteen in one harvest season. This is due to exporters utilizing the opportunity of several islands that have high mangosteen production, so that exports can continue even though one of the islands has no mangosteen production.

This increase in export volume also increases the profit of exporters and is also added to the income from mangosteens that do not pass sorting or are called ex-sorting (BS) which can be sent to the main market on the island of Java. For one shipment, one exporter is able to send as many as one to 100-300 containers to the importing country. This shipment will spend two days to send to the port, generally it will be sent to the port of Tanjung Priok. After being put in the port container, the mangosteen will be sent to the destination country spending 7-10 days of shipping.

Customers or importers of these exporters have a small number, usually only having one buyer or importer, but this can be increased as the number of mangosteen commodities that meet export standards increases. The reason exporters have one buyer is because of the trust and cooperation that has long been formed so that this cooperation is able to work together sustainably.

IV. CONCLUSION

Based on the results and discussion of the research, it can be concluded that the mangosteen export process in West Sumatra Province goes through several stages including collecting farmers' garden registers, collecting mangosteens at packing houses, sorting mangosteens, packing or packaging mangosteens, checking mangosteens through quarantine centers and labeling, loading mangosteens in refrigeration trucks, shipping to ports, loading containers and shipping to importers. Mangosteen exporters in West Sumatra Province have a good export market orientation by being able to understand customers, face competitors and manage packing houses and increase exports in their marketing performance.

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