



# PROCEEDING ICEBA 2019

(Internasional Conference on Economic & Business 2019)

## “DIGITAL TRANSFORMATION IN ECONOMIC BUSINESS AND MANAGEMENT TO WARDS INDUSTRY 4.0”

University of PGRI **Adi Buana** Surabaya, Indonesia

ISBN: 978-602-5793-69-1

PROCEEDING  
ICEBA 2019

“DIGITAL TRANSFORMATION IN ECONOMIC BUSINESS AND  
MANAGEMENT TO WARDS INDUSTRY 4.0”

August 10<sup>th</sup> - 11<sup>th</sup> 2019

August 10<sup>th</sup> - 11<sup>th</sup> 2019

# **PROCEEDING**

INTERNATIONAL CONFERENCE ON ECONOMIC &  
BUSINESS (ICEBA)

*“DIGITAL TRANSFORMATION IN ECONOMICS, BUSINESS AND  
MANAGEMENT TOWARDS INDUSTRY 4.0”*

*SURABAYA, INDONESIA, 10<sup>TH</sup> AUGUST, 2019*



**UNIPA Surabaya**

**Presented by:  
ECONOMIC FACULTY**

**Adi Buana University Press  
University of PGRI Adi Buana Surabaya  
Jl. Ngagel Dadi III-B/37 Surabaya, 60245, Telp/Fax. 031-5042804  
[www.unipasby.ac.id](http://www.unipasby.ac.id)  
INDONESIA  
@2019**

## EDITORIAL BOARD MEMBERS

INTERNATIONAL CONFERENCE ON ECONOMIC & BUSINESS (ICEBA)  
“**DIGITAL TRANSFORMATION IN ECONOMICS, BUSINESS AND  
MANAGEMENT TOWARDS INDUSTRY 4.0**”

**Protector:** *Drs. H. Djoko Adi Walujo, ST., MM., DBA (Rector)*

**Advisor:** *Dra. Siti Istikhoroh, M.Si (Dean of Economics Faculty)*

**Steering Committee:** 1. *Prof. Dr. Iskandar Wiryokusumo, M.Sc*  
2. *Prof. Gempur Santosa, M.Kes*  
3. *Dr. Drs. Mochammad Munir Rachman, Ec., M.Si*

**Person In Charge:** *Dra. Christina Menuk S., SE., MM (Deputy Dean I)*

**Coordinator of Study Program:**

*Dra. Martha Suhardiyah, SE., M.Ak (Head of Accounting Study Program)*

*Tony Susilo Wibowo, SE., MM (Head of Management Study Program)*

**Chairman:** *Sutama Wisnu Dyatmika, SE., MM.*

**Deputy Chairman:** *Rina Fariana, SE., Ak., MA*

**Secretary:** *Arista Purwanthari Sawitri, SE., MA*

**Secretarial:** *Fauziyah, S.Si., M.Si*

**Treasurer:** *Dra. Hj. Yuni Sukandani, SE., MM*

**Editor:** 1. *Dr. Moh. Afrizal Miradji, SE., Ak., MSA., CA.,ACPA*  
2. *Dr. Aji Prasetya, SEI., MSA*  
3. *Evita Purnaningrum, S.Si., M.S.Si*

**Reviewers:** 1. *Dr. Taudlikul Afkar, S.Pd., M.Pd*  
2. *Dr. Untung Lasiyono, SE., M.Si*  
3. *Dr. Fachrudy Asj'ari, MM*

**Cover Design:** *Adi Winarno, S.Komp., M. Komp*

**Layout:** *Vieqi Rakhma Wulan, SE., M.MT*

---

**Publisher by:**

Adi Buana University Press  
University of PGRI Adi Buana Surabaya  
Website: [www.unipasby.ac.id](http://www.unipasby.ac.id)  
Email: [Unipasby@gmail.com](mailto:Unipasby@gmail.com)

ISBN: 978-602-5793-69-1

## INTRODUCTION

Assalamu'alaikum Warahmatullahi Wabarakatuh

Semangat Pagi!!!

Praise and gratitude to Allah SWT's presence because of His grace and gift, the implementation of the International Conference on Economics and Business Adi Buana University Surabaya (ICEBA) in 2019 has run smoothly without any significant obstacles. We would also like to thank all those who have contributed to the success of the event, especially PPLP PT PGRI Surabaya, Rector of the PGRI Adi Buana University in Surabaya and their staff, and the entire academic community of PGRI University Adi Buana in Surabaya.

ICEBA 2019 is the first International Seminar held by the Faculty of Economics, UNIPA Surabaya. We have the courage to hold an event of this size in line with the large and rapid growth of our institution and the rapid growth of the business world today. The business world cannot stand alone without the support of other disciplines such as information technology, statistics, and many others. For this reason, ICEBA 2019 has the theme: "Digital Transformations in Economic Business and Management Towards Industry 4.0".

ICEBA 2019 also invited several experts to their own fields, including: (1) Prof. Dr. Ming-Lang Tseng, as a Chair Professor and Director of the Institute on Innovations and Circular Economy Asia, Thaicung University, Taiwan; (2) Dr. Bagus Sartono, as Lecturer of the Statistics Department of IPB University; (3) Dr. Zuraidah Zainol, as Senior Lecturer of the Faculty of Economics, Sultan Idris Education University, Malaysia; and (4) Seema Narayan P.hD, as Associated Professor of the School of Economics Finance and Marketing at RMIT University, Australia. The four experts have very good achievements in terms of academics so that their hopes in addition to channeling the latest scientific developments can also make all participants inspired and want to emulate the achievements of these experts.

Finally, we represent the entire committee and the Faculty of Economics PGRI University Adi Buana Surabaya as a host of this event apologizing if there are still many weaknesses in holding this international seminar. Hopefully the next ICEBA will be better and reflect positive changes for anyone.

Wassalamualaikum Warohmatullahi Wabarokaatuh

**Sutama Wisnu Dyatmika, S.E., M.M.**  
**Chairman of the Organizing Committee**

## Table of Content

---

Title of Page	
Editorial board members	
Introduction	
Table of Content	
Time Schedule	
Parallel Trial List	
Keynote Speakers	

### **PAPERS**

<b>Value Added Analysis of Mango Supply Chain Performers in Situbondo</b> Puryantoro, Gema Ifitah Anugerah Yekti .....	1-6
<b>Identification of Sugarcane Supply Chain Conditions in Mojo Sugar Factory in Sragen</b> Andina Mayangsari .....	7-12
<b>The Importance of Trust, Security, and Service Quality in E-Commerce Use on Online Purchase Decisions</b> Siti Istikhoroh, Mutiara Rachma Ardhiani .....	13-18
<b>Mathematical Modeling to Reduce Direct Labour and Heavy Equipment Fluctuation in Construction Project</b> Putra Tanujaya, Abdullah Shahab .....	19-26
<b>Brand Image, Perceived Value, and WOM on Customer Satisfaction in BCA Surabaya</b> Moch. Eko Denariansyah, Ronny .....	27-32
<b>AINA (Artificial-Intelligence Neuralytics-Academician) Industry 4.0 Global Environment Report 2019</b> Oki Nurpatricia, Suharto, Daveid Abraham Putra Manafe .....	33-35
<b>The Effect of Banking Health Indicators on Return Shares</b> Aristha Purwanthari Sawitri, Nurcholis Setiawan, Rina Fariana .....	36-44
<b>The Effect of Brand Equity, Celebrity Endorser and Price Towards Consumer Purchasing Behaviour on 3Second's Fashion Products at Royal Plaza Surabaya</b> Muhaini Kholirotinia, Widhayani Puri Setioningtyas .....	45-53
<b>Factors Analysis that Affects The Interest in Continuing Studies in Lecturers at The University of Tridinanti Palembang</b> Liliana .....	54-61

<b>Analysis of Business Incubator Model as an Effort to Increase Entrepreneurial Intention in Students at University of Tridianti Palembang</b>	
Veny Mayasari .....	62-69
<b>The Effectiveness of Management of Social Funds of Sharia Micro Financial Institutions (Analysis Study on Sidogiri UGT BMT Surabaya)</b>	
Aji Prasetyo .....	70-75
<b>The Impact of Social Media Influencer on Purchase Intention that Mediated by Trustworthiness (Study On @Kulinersby Instagram Account)</b>	
Albin Sayyid Agnar C.P., Teguh Purwanto .....	76-85
<b>Analysis of Community Based Policy Models in The Industrial Community Environment in Surabaya</b>	
Heri Kusairi, Susi Tri Wahyuni, L. Tri Lestari .....	86-91
<b>Perceptual Understanding of Profesionalism in an Industrial Era 4.0: A Case Study</b>	
Aris Setiyono .....	92-98
<b>Forming Entrepreneur Students Through Character Education</b>	
Martha Suhardiyah, Luqmanul Hakim, Subakir .....	99-106
<b>Business Ethics Learning at The Faculty of Economics, University of PGRI Adi Buana Surabaya</b>	
Bisma Arianto .....	107-111
<b>The Businessman's Understanding of The Triple Bottom Line Concept Influences Business Performance Use Realize Business Sustainability Agroindustry Sector in Gondang Sub-District, Mojokerto Regency, East Java Province</b>	
Untung Lasiyono, Fauziyah .....	112-119
<b>The Influence of External Factors, Customer Characteristics, Loan Terms And Loan Management Ability Towards Problem Loans of The Industry 4.0 Era on Sharia Rural Bank of PT. Mandiri Mitra Sukses Gresik</b>	
Tri Ariprowo, Nashrudin Latif .....	120-125
<b>The Effect of Accounting Profit and Cash Flow Operations on Stock Return in Companies LQ 45</b>	
Mochammad Erwan Iswanto, Yuni Sukandani .....	126-132
<b>Contribution Marketing Mix in The Decision to Buy Lego in Lego Certified Store Tunjungan Plaza Surabaya</b>	
Ika Agustina Maulidzia, Christina Menuk Sri H , .....	133-139
<b>Work – Life Balance : It's Factor, Effects, and Related Policies in Indonesia</b>	
Widhayani Puri S., Prasetya Putra Dewanta .....	140-145

<b>Hedonic Shopping Motivation: Impulse Buying Royal Plaza Surabaya Consumer</b>	
I Made Bagus D., Fachrudu Asj'ari .....	146-151
<b>Coffee Sales Promotions Using Social Media</b>	
Ulfah Setia Iswara, Teguh Gunawan Setyabudi .....	152-156
<b>Informal Micro Finance Institutions (IMFIS) and The Development of Tourism Entrepreneurship in Indonesia: Small Tourism Firms (STFS) in The Kenjeran Beach Area</b>	
Febrina Hambalah, Sherina Prameswari Wijayaputri Sutedjo .....	157-165
<b>The Factors Affecting Purchase Decision Via On Line</b>	
Suharto .....	166-170
<b>The Role of Mudharabah Mutlaqah Capital Financing and The Principle of Profit Sharing Distribution in the Development of MSMEs</b>	
Taudlikhul Afkar, Sigit Prihanto Utomo, M Afrizal M, Ferry Hariawan .	171-178
<b>Millennial Era Cooperatives in The Perspective of National Resilience</b>	
Syamsu Ridhuan .....	179-186
<b>Development of Global Village as an Acces for Foreign Tourism To Various Destinations in Trenggalek</b>	
Agus Subianto, Budi Rianto, Luna Riana Lubis .....	187-192
<b>Model Development of Community Economic Empowerment Based On Diversification of Virgin Coconut Oil Waste in Trenggalek</b>	
L Tri Lestari, Susi Tri Wahyuni, Sri Umi Mintarti, Madziatul Churiyah ..	193-199
<b>Empowering of Traditional Fish Processing Community by Transformation of Hermetis Technology of Fish Canning in Bengkorok, Trenggalek</b>	
Budi Rianto, Anik Suliestiani, Agus Wahyudi .....	200-205
<b>Empowering MSMEs Through Application of Packaging Design of Products MSMEs Oriented to Industry 4.0 in Sidoarjo</b>	
Musriha, Siti Samsiyah, Ismu Gunadi Widodo, Budi Rianto .....	206-211
<b>Integration of Non-APBN Financing and Digital Marketing Models to Enhance Performance and Competitive Advantage of Green Economy Based SMEs</b>	
Sriyono, Sarwendah Biduri, Bayu Prasajo .....	212-219
<b>Improving The Skills of Product Design and Marketing Strategy of Persons With Disabilities in Tuban Disabled People Organization (Orbit) Through E lerning Training</b>	
Ana Rafikayati, Evita Purnaningrum .....	220-226

**Effect of Attitudes, Motivation, Personality of Entrepreneurs Against Student Interest in Student Surabaya NSC Politeknik**

Ahmad Dzulfikri, Budi Kusworo ..... 227-235

**Relationships Between Responsiveness and Economic Values Towards Surabaya Citizen Satisfactions with Moderated by E-Government**

M. Nadjib Usman ..... 236-241

**The Analysis of Leadership Behavior at The Gedangan Sub-District Office in Sidoarjo**

Iska Rohmawati Maysaroh, Tony Susilo Wibowo ..... 242-246

**Twitter Sentiment Analysis for Knowing The Customers Satisfaction of Airplane Ticket in Indonesia in 2019**

Muhammad Riefky, Antonito Hornay Cabral ..... 247-253

**Effect of Brand Image, Promotion, Word of Mouth (WOM), Product Quality On Purchase Decision of Nature Republic FE UNIPA**

Sutama Wisnu Dyatmika ..... 254-259

**POSTERS**

**Factor That Affects The Use of Financial Technology in The City of Palembang**

Agung Anggoro Seto ..... 260

**Corporate Governance and Digitalization**

Ari Yusdiana ..... 261

**The Influence of Sharing Economy Concept in The Digital Era to Change Poverty in The City of Palembang**

Dwi Septa Aryani ..... 262

**Big Data, Media Relation, and Micro Small and Medium Enterprises**

Andri Kurniawan, Martha Suhardiyah ..... 263





# VALUE ADDED ANALYSIS OF MANGO SUPPLY CHAIN PERFORMERS IN SITUBONDO

<sup>1</sup>PURYANTORO, <sup>2</sup>GEMA IFITAH ANUGERAH YEKTI

<sup>1&2</sup> Agribusiness, Agriculture, Abdurachman Saleh University, Indonesia

<sup>1</sup>email : [puryantorounars@gmail.com](mailto:puryantorounars@gmail.com)

## ABSTRACT

This research aimed to determine the value-added at each of the mango supply chain performers in Situbondo. The research location conducted in Kapongan District with samples determined by purposive sampling and snowball sampling techniques. Techniques of data collecting conducted by means of observation, interview and documentation. The data were analyzed by using quantitative methods such as value-added with Hayami method. The results of the analysis of value-added demonstrated the value-added of farmers were still lower than other performer. The highest value-added was obtained by wholesalers. Farmers only received the value-added in the pattern 2 of Rp. 3.520 per kg while the pattern of the network 1 and network 3 of farmers do not receive the value-added.

**Keywords:** value-added, supply chain, mango

## BACKGROUND

Mango fruit is one of the leading commodity in Situbondo Regency, from some kind of mango exist, manalagi mango is typical of Situbondo. According to the Agriculture Census by the Central Bureau of Statistics of Situbondo, of the 50 major types of annual horticultural crops, mango is an annual horticultural crop species that most commonly cultivated by household of horticulture business (32.50 thousand households) by the average number of trees cultivated as many as 14 trees per household. With the number of trees cultivated as many as 482.276 trees and the tress that were already in production of 304.836 trees. In each year, the mango production in Situbondo has increased. In 2012, an increase of 14.8% from the year 2011 (212.784 kw). In the year of 2013 (402.247 kw) increased by 16.7% from 2012 (286.790 kw) (BPS,2014).

However, the current problem is the welfare of mango farmers in Indonesia that are still low. The lower welfare of mango farmers is due to the low value-added products that are appreciated by the farmers. The farmers sell the crop of agricultural products for granted. Many farmers sell agricultural products, such as mango, while still in the tree. (Sihombing& Sumarauw, 2015).

Research result of Suhaeni, Karno & Sumekar (2015), stated that the problems occurred from the production process until the mango marketing process involving the various performers and institutions/agencies. When harvest handling, packaging, storage, transportation were done with modest, lack of attention to good and right cultivation techniques to produce the quality of mango commodities, so that the quality obtained is very low.

In supporting the productivity of mango in Situbondo, the elements associated with the product development process should be more involved in the management system of mango products, one of which is supply chain management systems. In this case, the risk measurement system is indispensable in the flow process of the supply chain related to the performers as implementers. Supply chain is more emphasized on flow series and products transformation, financial and information flows from the stage of raw materials to the end user (Handfield, 2002) in (Wardani, Bella Rahmawati Kusuma; Dania, Wike Agustin Prima; Dewi, 2011)

The performance measurements needed to determine the extent of the optimization of marketing activities by members of the supply chain, so that it will be seen the extent to which efforts are made to correct the problems in the supply chain management (Marimin and Slamet, 2010). In marketing mango of supply chain members, it formed a marketing system in which there is a marketing flow at every level marketing which will form its own value-added (Julianto, 2015) in (Witjaksono, J, 2017). In the mango marketing system, there are marketing activities conducted by members of the supply chain, the conducted activities have a value (Oni, 2013; Sukayana et al., 2013). Values obtained by members of the supply chain in the marketing process is value-added (Fajar, 2014).

Research on the value-added to the mango supply chain in Kapongan District needed to be conducted, so it can be determined the value-added of each element of the mango supply chain. The mango supply chain formed in Kapongan can find out how the flow of mango produced by farmers up to consumers and the related

parties. This flow can help to determine the amount of compensations.

## **METHODOLOGY**

Selection of the research area was determined by purposive sampling technique in the center area of mango production in Kapongan District, Situbondo Regency. Reasons for conducting the research at this place was due to the Kapongan District become the mango production centers in Situbondo. One of 17 districts in Situbondo is Kapongan District which is having a number of the highest horticulture households business of manalagi mango that as many as 1.725 trees (BPS, 2014). Respondents in this research were basically based on purposive sampling, where the sample selection based on the type of existing/previous set information or consideration and the identification of groups/people who have a certain specificity (associated to office, expertise/expert sampling, and experience in the business of mango). But in the research field, as the part of the purposive sampling, it is possibly to develop the other subject based on the snowballing technique. Sample collection started from the smallest group of respondents were then asked to indicate the next respondents according to the required performers who were needed and their quantities were developed and then stop, if it was founded that the data obtained by the researcher has reached the saturation or homogeneity points. Respondents were starting from 30 mango farmers, followed by snowballing for determination of the next supply chain network. The data used in this research were primary data and secondary data. Primary data obtained from interviews with mango stakeholders in the district to district. Analysis of the data used in this

research was a quantitative analysis to see an analysis of the business and some of the calculations carried out in this research. The quantitative analysis was the form of cost analysis, revenue, profit, and value-added with method of Hayami.

## RESULTS

The concept of value-added is an increase in value that occurs because of the treatment of a commodity. Treatment may include the provision of quality and continuous raw materials of the upstream and downstream processing of the commodity sector. These activities will increase the value of the process and the value of the price of a

commodity. The value-added gained by each member of the mango supply chain is different, depending on the treatment given input on the commodities of mango. The calculation of the value-added in this research focused on the activities that occur on mango farmers, traders, wholesalers and retailers.

The results of the analysis of the value-added in the supply chain performers shows the percentage of farmers value-added was still smaller (between 0% - 28.28%) compared to the traders (28.13%), the wholesalers (50.53% - 51.27%) and retailers (20.59% - 21.19%).

**Table 1. Distribution of Mango Value-Added in Situbondo**

No.	Performer	Input price/kg	Other input costs/kg	Output prices/kg	Value-Added/kg	The percentage of value-added
Chain 1: Farmers - Traders - Wholesalers- Retailers						
1	Farmers	3882	0	3882	0	0%
2	Traders	3882	422	7978	3674	28.13%
3	Wholesalers	7978	725	15400	6697	51.27%
4	Retailers	15400	911	19000	2689	20:59%
Chain 2: Farmers - Wholesalers - Wholesalers- Retailers						
1	Farmers	4000	480	8000	3520	28.28%
2	Wholesalers	8000	1311	15600	6289	50.53%
3	Retailers	15600	762	19000	2638	21:19%
Chain 3: Farmers – Retailers						
1	Farmers	4000	0	4000	0	0%
2	Retailers	4000	1978	8100	2122	100%

Based on Table 2, it showed that the supply chain network 1 on mango commodities, institutions associated with traders, wholesalers and retailers. Farmers on this channel did not spend any harvesting costs or transportation costs, and this was because farmers sold mangoes to traders, so the cost of harvesting and transportation costs bore by the traders. Prices received of

Rp. 3.882 per kg. The traders of the chain 1 spent the cost of transportation and medicine of Rp.422 per kg. In this chain 1, the traders still do not have activity in sorting, grading and packing. Output price in the level of traders amounted to Rp.7.978 per kg. The wholesalers spent the cost of Rp.725 per kg and selling prices to retailers amounted to Rp.15.400. Costs incurred by the wholesalers

was higher than the other performer due to the conducted activities of sorting, grading and packing and transportation costs were relatively much out of the city. On channel 1, the retailers of outside the town in the central market sold mango products to consumers as amounted to Rp. 19.000 per kg. Retailers only paid Rp. 911 per kg with the acquisition of the value-added of Rp. 2.689 per kg. On this first chain network, the wholesalers were highest performer who gained the value-added as amounted to Rp. 6.697 per kg.

Supply chain network 2 of the related institutions without the traders. Farmers were taking care of the mango tree to harvest so that it appeared the costs incurred by farmers for Rp.422 per kg with the output price to the wholesalers to Rp. 8.000 per kg, farmers in this chain network 2 were belonging to farmer group. Farmer groups facilitated the process of selling mangoes to the wholesalers. The flow of products without going through the traders so the costs appeared was lower than the chain 1. The costs bore by traders consist of the cost of sorting, grading and packing and transportation of Rp. 1.311 with the value-added that was obtained of 6.289 per kg. In this second chain, the traders again received the highest value-added in comparison with other supply chain performers. The retailers only gained the value-added of Rp. 2.638 per kg.

Meanwhile on the chain 3, it consisted only of two performers of the supply chain that were farmers and retailers. Mango farmers sold the products as amounted to Rp. 4000 per kg. This channel was much shorter than channels 1 and 2. In this third channel, the retailers did rent by farmers directly so retailers were conducting sorting, grading and packing, transport costs as well as depreciation cost before to distribution to

consumers. Costs bore by the retailers as amounted to Rp. 1.978 per kg with the value-added of Rp. 2.122 per kg.

## **DISCUSSION**

The calculation of the value-added of the various elements indicated that the wholesalers have the highest value-added in comparison with other sectors. The high value-added was due to a process of post-harvest handling of mangoes. The process of packing, grading, and marketing were done by traders also lead to the high formed value-added than other sectors.

Farmers were not getting the value-added on the chain 1 and 3 because farmers do not perform activities of the mango handling, both on pre and post-harvest, so that it does not appear the costs. This was different from the farmers in the supply chain network 2, the farmers did activities such as plants treatment which raised the cost and value-added obtained by farmers. This statement was in line with research by Baihaqi (2014) who regarded that the value-added is formed as a result of post-harvest processing on each marketing chain. Value-added of the farmers occurred if there is no transfer of the handling activity on pre and post-harvest. It was also in line with research by Marimin, M., Arkeman, Y., &Udin, F. (2011) who stated that percentage of farmers value-added will be greater in case of transfer of some activities on the processing of products, improving the quality and effectiveness of the institutional role of farmers.

## **CONCLUSIONS**

The results of the analysis of value-added demonstrated that the value-added of farmers were still lower than the other performers. The highest value-added was

obtained by the wholesalers. Farmers only received the value-added in the pattern 2 as amounted to Rp. 3.520 per kg while the pattern of the network 1 and network 3 of farmers do not receive the value-added. The traders received the value-added of Rp. 3.674 per kg in the pattern 1. The wholesalers gained the highest value-added in the pattern 1 as amounted to Rp. 6.697 per kg and Rp. 6.289 per kg in the pattern 2. While on the pattern 3, the retailers gained the value-added of Rp 2.122 per kg and Rp. 2.638 per kg in the pattern 2 and Rp. 2.689 per kg in the pattern 1.

#### ACKNOWLEDGMENT

Thanks to the Ministry of Research, Technology and Higher Education for the opportunities on the research funding through Beginners Lecturer Research program in 2019.

#### REFERENCES

- Baihaqi, A., A.H. Hamid., R., dan A. Yulianda. 2014. Analisis rantai nilai dan nilai tambah kakao petani di kecamatan paya bakong dan geurudongpase kabupaten aceh utara. *Agrisep*. 15 (2) : 28 – 35.
- BPS. (2014). Potret Usaha Pertanian Kabupaten Situbondo Menurut Subsektor. Badan Pusat Statistik Kab. Situbondo.
- Fajar, A.I. 2014. Analisis Rantai Pasok Jagung di Jawa Barat. Unpublished. [Tesis] Sekolah Pasca Sarjana. Institut Pertanian Bogor (IPB).
- Julianto, 2015. Analisis Rantai Nilai Jagung di Kecamatan Toroh Kabupaten Grobogan. Unpublished. [Skripsi] Program Sarjana Fakultas Ekonomi dan Bisnis Universitas Diponegoro.
- Marimin dan Slamet A.S., 2010. Analisis Pengambilan Keputusan Manajemen Rantai Pasok Bisnis Komoditi dan Produk Pertanian. *Jurnal Pangan*, 19(2): 169–188.
- Oni Timothy Olukunle. 2013. Evaluation of Income and Employment Generation from Cassava Value Chain in the Nigerian Agricultural Sector. *Asian Economic and Social Society*. 3(3): 2224– 4433.
- Sihombing, D. T., & Sumarauw, J. (2015). Analisis Nilai Tambah Rantai Pasokan Beras di Desa Tatengesan Kecamatan Pusomaen Kabupaten Minahasa Tenggara. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 3(2), 798–805.
- Suhaeni, S., Karno, K., & Sumekar, W. (2015). Value Chain Agribisnis Mangga Gedong Gincu (*Mangifera Indica* L) di Kabupaten Majalengka. *AGRARIS: Journal of Agribusiness and Rural Development Research*, 1(2), 125–135. <https://doi.org/10.18196/agr.1216>.
- Sukayana, M.I., Darmawan, P.D., dan Wijayanti, P.I. 2013. Rantai Nilai Komoditas Kentang Granola di Desa Candi Kuning Kecamatan Baturiti Kabupaten Tabanan. *E-Jurnal Agribisnis dan Ekowisata*, 2(3): 99-108.

Wardani, Bella Rahmawati Kusuma ; Dania,  
Wike Agustin Prima ; Dewi, I. A.  
(2011). Identifikasi Risiko Rantai Pasok  
Produk Hortikutura Di Koperasi  
Brenjonk.

Witjaksono, J. (2017). Analisis nilai tambah  
rantai pasok jagung pakan ternak: Studi  
kasus di Kabupaten Konawe Selatan  
Provinsi Sulawesi Tenggara. *Jurnal  
Pangan*, 26(1), 13-22.