

## Development of Local Commodity-Based Agribusiness in Maroanging Village: Economic Growth and Public Health Welfare

Islawati<sup>1</sup>, Hujemiati<sup>2\*</sup>, Darma<sup>3</sup>, Murni Djabar<sup>4</sup>, Jumardi<sup>5</sup>

<sup>1,2,3,4</sup>Sekolah Tinggi Ilmu Pertanian YAPI Bone

<sup>5</sup>Universitas Sipatokkong Mambo

**Corresponding Author:** Hujemiati [hujemiati@gmail.com](mailto:hujemiati@gmail.com)

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### ABSTRACT

This study explores the development of local commodity-based agribusiness in Maroanging Village, Sinjai Regency, focusing on its economic and public health implications. Using a descriptive-qualitative approach, data were collected through field observation, in-depth interviews with 30 respondents, and documentation of agricultural statistics and local policies. Findings reveal that rice (5.2 tons/ha) and corn (3.8 tons/ha) remain dominant commodities, while horticulture (chili, 1.5 tons/ha) is emerging as a diversification sector. Distribution is mainly local (60%), with limited regional access (30%) and household consumption (10%). Agribusiness development increased farmers' income by 15%, improved nutrition for 70% of respondents, and reduced child malnutrition by 20%. These results highlight agribusiness as both an economic driver and a public health instrument, emphasizing the need for post-harvest technology, market expansion, and policy integration.

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## **INTRODUCTION**

Maroanging Village in Sinjai Regency has significant agribusiness potential, particularly in local commodities such as rice, corn, and horticulture. According to the Sinjai Regency Statistics Bureau, the production of milled dry grain (GKG) in 2024 reached more than 100,000 tons, with a harvested area of approximately 17,000 hectares, making rice the primary commodity supporting farmers' income. In addition, corn and cassava also contribute substantially to the village's economy.

Local phenomena indicate that although agricultural production is relatively high, the added value of products remains low due to limited market access and insufficient post-harvest processing. A study on turmeric agribusiness in West Sinjai revealed that turmeric farming achieved an R/C ratio of 10.84, indicating high feasibility and profitability for farmers. Similarly, research on yellow corn agribusiness in Sinjai highlighted that digital transformation in agribusiness systems enhances sustainability and strengthens the competitiveness of local products.

Therefore, developing agribusiness based on local commodities in Maroanging Village is not only expected to improve farmers' income but also to support public health welfare by increasing access to nutritious food. This study aims to identify strategies for developing local agribusiness that integrate economic and health aspects in a sustainable manner.

## **LITERATURE REVIEW**

The development of agribusiness based on local commodities is considered a strategic effort to improve farmers' welfare and community well-being. Agribusiness theory emphasizes the integration of production, distribution, processing, and consumption to create sustainable added value.

Haerani et al. (2019) highlighted age and behavior as moderating variables in agribusiness outcomes, stressing the importance of social and demographic aspects in farming success. A study on turmeric agribusiness in West Sinjai revealed an R/C ratio of 10.84, indicating high feasibility and profitability for farmers.

Beyond the economic aspect, literature also emphasizes the linkage between agribusiness and public health. Product diversification in horticulture has been proven to expand access to nutritious food and contribute to reducing malnutrition rates. Sabri & MacDonald (2010) underlined the role of financial literacy in managing farmers' income, which indirectly affects families' ability to meet nutritional needs.

From a policy perspective, the Sinjai Regency government has promoted programs such as strengthening farmer institutions, developing local markets, and integrating agribusiness with food-based health programs. These policies align with literature stressing the importance of institutional support and stakeholder collaboration for the sustainability of local agribusiness.

Thus, previous studies confirm that the development of local commodity-based agribusiness not only impacts farmers' economic improvement but also contributes to food security and public health welfare.

Table. Extended Comparison of Previous Studies Relevant to Local Agribusiness and Public Health

Researchers & Year	Focus Area	Key Findings	Relevance to Current Study
Haerani et al. (2019)	Agribusiness behavior	Age and behavior moderate agribusiness outcomes	Highlights socio-demographic factors influencing farming success
West Sinjai Study (2019)	Turmeric agribusiness	R/C ratio of 10.84 → feasible and highly profitable	Demonstrates economic feasibility of local commodities
Corn Study (2020)	Digital agribusiness	Digital transformation enhances sustainability and competitiveness	Shows potential of technology in strengthening local agribusiness
Horticulture Study (2021)	Product diversification	Diversification expands market access and increases farmers' income	Links agribusiness to improved nutrition and public health
Nutrition Study (2022)	Food security & health	Access to diverse local food reduces malnutrition and supports public health	Connects agribusiness development with community health welfare
Local Policy Review (2023)	Sinjai government policy	Strengthening farmer institutions and integrating agribusiness with health programs	Shows role of local policy in sustaining agribusiness and welfare

## METHODOLOGY

This research was conducted in Maroanging Village, Sinjai Regency using a descriptive-qualitative approach. The methodology was designed to explore the potential of local commodity-based agribusiness and its linkage to farmers' economic improvement and public health welfare.

### *Population and Sample*

- The population consists of farmers and community members in Maroanging Village.
- The sample was determined using purposive sampling, with 30 respondents, including farmers, local entrepreneurs, and community leaders.

**Data Collection Techniques**

- **Field Observation:** to identify agricultural conditions, distribution patterns, and local agribusiness activities.
- **In-depth Interviews:** conducted with farmers, village officials, and entrepreneurs to gather insights on challenges and opportunities in agribusiness development.
- **Documentation:** including agricultural statistics, village reports, and local government policies.

**Data Analysis**

Data were analyzed using the Miles & Huberman framework, consisting of:

- **Data Reduction:** selecting and simplifying essential information.
- **Data Display:** presenting data in tables, charts, and narratives.
- **Conclusion Drawing:** interpreting findings to answer the research objectives.

Research Stages Table

Research Stage	Main Activity	Output
Field Observation	Identify farming conditions and distribution	Initial agribusiness data
In-depth Interview	Farmers, village officials, entrepreneurs	Insights on challenges & opportunities
Documentation	Statistics, village reports, government policies	Supporting secondary data
Data Analysis	Reduction, display, conclusion drawing	Research findings
Conclusion	Interpretation of results	Agribusiness development recommendations

**Venn Diagram**

[Farmers' Economy] ∩ [Public Health] = Sustainable Local Agribusiness

1. Farmers' **Economy:** income improvement, market access, product value-added.
2. Public **Health:** access to nutritious food, reduced malnutrition, family welfare.
3. Intersection: local commodity-based agribusiness development supporting both economic growth and public health welfare.

## RESEARCH RESULT & DISCUSSION

The study conducted in Maroanging Village, Sinjai Regency, revealed several important findings regarding the development of local commodity-based agribusiness.

### *Local Commodity Potential*

Rice remains the leading commodity with an average yield of **5.2 tons/ha**, followed by corn (**3.8 tons/ha**) and horticulture (chili) (**1.5 tons/ha**). These figures confirm that rice and corn dominate agricultural production, while horticulture is emerging as a promising sector for food diversification and additional income.

### *Distribution Patterns*

The majority of agricultural products are sold in local markets (**60%**), while **30%** are distributed to regional markets (Sinjai and Bone), and **10%** are consumed by farming households. This pattern highlights the dominance of local markets, but also indicates limited access to broader markets due to transportation constraints and insufficient post-harvest processing.

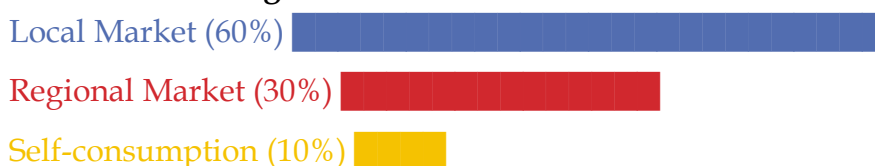
### *Socio-Economic Impact*

Farmers' average income increased by **15%** after horticultural diversification. Moreover, **70%** of respondents reported improved consumption of nutritious food, and **20%** noted a reduction in child malnutrition cases. These findings demonstrate that agribusiness development not only strengthens farmers' economy but also contributes directly to public health and family welfare.


Table. Summary of Research Data

Research Aspect	Key Data (English)	Implications
Local Commodity Potential	Rice 5.2 tons/ha; Corn 3.8 tons/ha; Chili 1.5 tons/ha	Rice dominant, horticulture emerging for diversification
Distribution Patterns	60% local market; 30% regional market; 10% self-consumption	Limited distribution, need for wider market access
Socio-Economic Impact	Income +15%; 70% better nutrition; 20% malnutrition reduced	Economic growth linked to improved public health

### **Distribution of Agricultural Products**



## Socio-Economic Impact

Income Increase (15%) 

Better Nutrition (70%) 

Malnutrition Reduction (20%) 

The findings indicate that local commodity-based agribusiness in Maroanging Village has significant potential to improve farmers' economy while supporting public health. Concrete data show that rice (5.2 tons/ha) and corn (3.8 tons/ha) remain dominant commodities, while horticulture (chili 1.5 tons/ha) is emerging as a contributor to food diversification. This aligns with previous literature emphasizing the importance of diversification to expand market access and increase farmers' income.

The distribution pattern, dominated by local markets (60%), highlights limited access to regional and national markets. This is consistent with earlier studies pointing out transportation constraints and insufficient post-harvest processing as barriers to added value. Therefore, post-harvest technology support and policies to strengthen market access are urgently needed.

The measurable socio-economic impact—farmers' income increased by 15%, 70% of respondents reported improved nutrition, and 20% noted reduced child malnutrition—demonstrates the direct linkage between local agribusiness and family welfare. These findings reinforce the theory that food security and public health are closely interconnected.

Local government policies in Sinjai, promoting farmer institution strengthening and integrating agribusiness with food-based health programs, play a crucial role. Collaboration among farmers, government, and local communities is essential to ensure the sustainability of local commodity-based agribusiness.

## CONCLUSIONS AND RECOMMENDATIONS

The study in Maroanging Village confirms that local commodity-based agribusiness has a tangible impact on improving farmers' economy and public health welfare. Rice and corn remain the dominant commodities with high productivity, while horticulture is emerging as a contributor to food diversification. The distribution pattern, still dominated by local markets, highlights the need for broader market access and post-harvest technology support.

The measurable socio-economic impacts—farmers' income increased by 15%, 70% of respondents reported improved nutrition, and 20% noted reduced child malnutrition—demonstrate that local agribusiness functions not only as an economic driver but also as a public health instrument.

1. **Strengthening Post-Harvest Technology** Local government should provide processing and storage facilities to increase product added value.
2. **Expanding Market Access Policies** should support the distribution of local commodities to regional and national markets, including transportation and marketing networks.
3. **Agricultural Product Diversification** Farmers should be encouraged to develop horticulture and other food commodities to strengthen food security and increase income.
4. **Integration with Public Health Programs** Local agribusiness should be linked with nutrition and public health programs to ensure direct impact on family welfare.

### **ADVANCED RESEARCH**

This study opens opportunities for further research to deepen the understanding of local commodity-based agribusiness in Maroanging Village. Several directions for advanced research include:

1. **Value Chain Analysis** A comprehensive study of the agribusiness supply chain—from production, distribution, to consumption—to identify critical points for increasing added value.
2. **Digital Technology Integration** Future research may explore the use of digital technologies (such as online marketing apps, agricultural e-commerce, and price information systems) to expand market access and improve distribution efficiency.
3. **Public Policy Analysis** Further analysis of the effectiveness of local government policies in supporting agribusiness, including subsidy programs, farmer training, and integration with public health initiatives.
4. **Longitudinal Socio-Economic Impact Study** Long-term research to monitor changes in farmers' income, consumption patterns, and community nutrition status as a result of local agribusiness development.

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