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## Analysis of Export Barriers of Honey Pineapple Commodity in Purbalingga Regency

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**Abstract:** Pineapple production is increasing globally due to the demand for the fruit in the food processing industry to the manufacture of snacks. Purbalingga Regency has not maximized this potential because some MSMEs have stopped and have never exported. This study aims to determine the factors inhibiting the export of honey pineapple commodities in Purbalingga Regency. The technique used was unstructured interviews with 6 resource persons, namely Nanas-qu, Almeidah, the Department of Industry and Trade (Disperindag), the Department of Cooperatives and SMEs (Diskopukm), the FTA Support Center, and export practitioners. The results showed that Honey pineapple MSMEs in Purbalingga Regency struggle to set competitive export prices due to inability to purchase canning machines, reliance on external services, high export costs, and limited negotiation abilities, resulting in low product competitiveness and high selling prices. MSMEs in Purbalingga Regency rely significantly on their own funds for canning machinery, which is insufficient to cover operating expenses. Financial recording constraints limit access to working capital credit programs. Sufficient operating capital is required for operations and annually certificate audits when exporting honey pineapple. Optimal cooperation between pineapple stakeholders and district governments must be done to increase Indonesian pineapple exports to global markets.

**Keyword:** Export Barriers, Honey Pineapple, MSME Honey Pineapple.

### INTRODUCTION

Pineapple is a popular tropical fruit that is widely consumed around the world. This is evidenced by the world consumption of pineapple, which reached 28.6 million tons in 2021 (Shahbandeh, 2023). Pineapple production is increasing globally due to the demand for the fruit in the food processing industry to the manufacture of various pineapple-based snacks (Mordor Intelligence, 2024). This shows that pineapple has great potential in the global market.

Pineapple is a tropical fruit commodity that is widely grown and cultivated in Indonesia. Pineapple is one of the fruits with the highest production and is a leading horticultural commodity in Indonesia (Rizaty, 2021). In 2022, pineapple has an increase in production of up to 10.99% from the previous year with total production reaching 3.2 million tons (Muhamad, 2023). In addition, increased pineapple production has great opportunities for export. However,

several countries with high potential export value such as China, Singapore, Japan, the United States, the Russian Federation, and Italy have not been fully realized as export markets for Indonesian pineapples (Samosir, 2023).

Purbalingga Regency is one of the regions that makes the agricultural sector a leading sector for economic growth and development, both in terms of income and employment. Based on data from the Badan Pusat Statistik Provinsi Jawa Tengah (2022), in 2020 the agricultural sector of Purbalingga Regency contributed 27.03% of Gross Regional Domestic Product (GRDP) and 26.51% in 2021. In terms of labor absorption, this sector is able to absorb up to 23.39% of the total workforce in Purbalingga Regency in 2021 (Central Java Provincial Government, 2021).

Based on the agricultural census in 2023, the agricultural sector is divided into seven subsectors, namely the plantation, livestock, horticulture, forestry, fisheries, food crops, and agricultural services subsectors (Badan Pusat Statistik Provinsi Jambi, 2023). In Purbalingga Regency, there are four agricultural subsectors, namely the food crop, horticulture, livestock, and plantation subsectors (Central Java Provincial Government, 2021). Among the four subsectors, horticulture is the highest contributor to GRDP (Dinas Pertanian Kabupaten Purbalingga, 2023).

The large number of honey pineapple production in Purbalingga Regency is also supported by the Purbalingga Regency Office for development and assistance through business incubators for local MSME superior product businesses, namely processed products made from pineapple (Tuka Tuku Purbalingga, 2023). From the support of honey pineapple cultivation, it has the potential to contribute to the regional economy, because honey pineapple can be made into various high-value products such as pineapple dodol, pineapple cocktail, and pineapple juice which are suitable for local consumption and export (Bisa Pengadaan, 2023). For example, canned pineapple processing, namely pineapple cocktail, which is carried out by one of the honey pineapples MSMEs in Karangreja District, namely Nanas-qu, in 2020 has successfully penetrated the export market to Saudi Arabia (Muzaki, 2020). However, Nanas-qu exports have stalled due to working capital constraints, difficulties in determining competitive prices in the international market, and the lack of a canning facility. This condition is a challenge for the Purbalingga Regency area because there were MSMEs that succeeded in exporting in 2020, but stopped.

Export barriers occur due to internal barriers and external barriers (Leonidou, 2004). This model was also were also adopted by (Morini et al., 2021), which are internal barriers originating from within the company itself and external barriers are barriers that arise from the company's operational environment. In addition, previous researchers mentioned that there are several factors that cause obstacles to the export of pineapple commodities in Indonesia such as knowledge barriers, skills, product quality, processing industry, limited access to finance and incentives for farmers, and lack of access to export activities or exporters due to lack of supporting institutions (Kaido, 2022).

Knowledge of the barriers restricting pineapple commodities is rare; therefore, there is a need to conduct further research. The purpose of this research is to determine the factors hindering in the export of honey pineapple commodities in Purbalingga Regency. This study aims to fill this gap as the exploration of such issues is considered important in utilizing the region's resources in preparation for the export market.

## **METHOD**

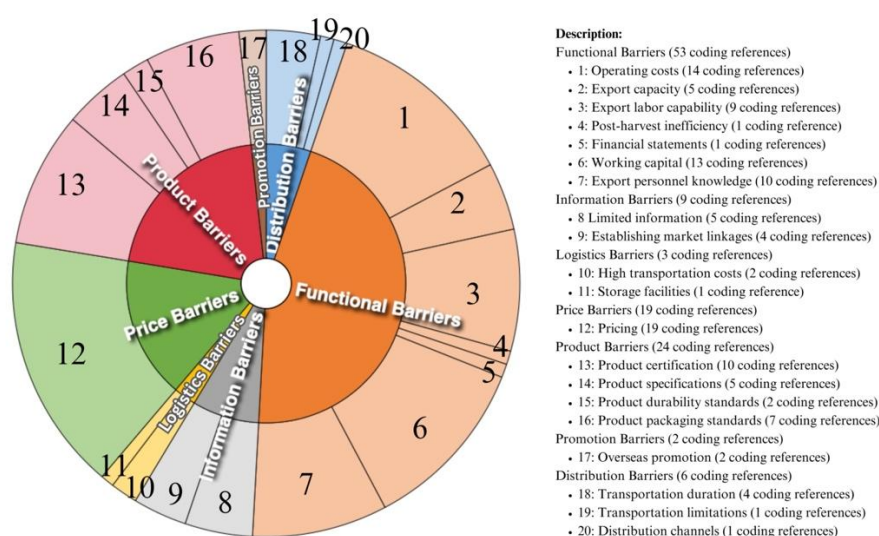
This research uses a case study research method with a qualitative approach to provide an in-depth understanding of the conditions of the factors inhibiting the export of honey pineapple commodities in Purbalingga Regency.

Primary data was collected in July 2024 from direct interviews with 6 resource stakeholders namely Nanas-qu, Almeidah, the Department of Industry and Trade, the Department of Cooperatives and SMEs., FTA Support Center, and export practitioners using semi-structured questions. The secondary data compile from official reports or statistics published by the Purbalingga Regency government, or other Central Java Province agencies that contain information on production, exports, or barriers relevant to the honey pineapple commodity and national or international statistical agencies that can be used to analyze the export conditions of honey pineapple commodities at the local, regional, or global level. In addition, previous research journals or dissertations relevant to the research topic that can be used to support or complement the analysis in the study.

The interviews were transcribed and then analyzed following the qualitative data analysis guidelines by (Nunan et al., 2020). This starts with data collection, data reduction by making codes from categorization based on theme groupings, data presentation in the form of theme explanation sentences, and data verification through source triangulation. Qualitative data analysis and coding were assisted by Nvivo 12 plus software. Important barriers hindering the honey pineapple commodity in Purbalingga Regency were identified and grouped into sub-themes and observed their interrelated patterns.

## RESULTS AND DISCUSSION

All interviewees agreed that honey pineapple commodities in Purbalingga Regency have barriers to export. Nanas-qu MSME was represented by Ngudiyono as the business owner, Almeidah MSME was represented by Warti as the business owner, the Industry and Trade Office was represented by Udjie Winanto as the head of industry, the Cooperatives and SMEs Office was represented by Yunar as the Integrated Public Service Center (PLUT) officer, the FTA Support Center was represented by Dessy as the FTA secretary, and the export practitioner was represented by Asep Supriatna as the owner of a general trading company. The results of the interviewee responses were grouped according to themes so that only relevant responses were considered for presentation. The findings from the analysis are presented and discussed below.



Source: Research Results

**Figure 1. Barriers to Honey Pineapple Commodity Exports in Purbalingga Regency**

Based on figure 1. that MSMEs in Purbalingga face various barriers in the export process. Functional barriers are the biggest challenge with 53 coding references, where high operational costs (14 references) are the main factor hindering MSMEs' ability to compete in the

international market. In addition, limited working capital (13 references) and inadequate knowledge of export personnel (10 references) also exacerbate the situation. Price barriers are also a significant issue with 19 coding references, especially in competitive pricing (19 references). MSMEs often struggle to set prices that can compete in the global market without sacrificing their profit margins. On the other hand, product barriers with 24 coding references show that product certification (10 references) and product packaging standards (7 references) are key challenges. MSMEs need to ensure that their products meet international standards and are well-packaged to maintain quality during shipping.

### Functional Barriers

The functional barriers results show similarities with (Leonidou, 2004) research, that exports are hampered by unavailable export capacity, limited operational costs, lack of competence and knowledge (Kaido, 2022), and inefficient post-harvest management (Baliyan et al., 2022; Olaitan et al., 2020). In addition, working capital to fulfill export capacity naturally requires MSMEs to obtain more capital. However, MSMEs often do not have good financial records, making it difficult to access working capital loans from banks. All these factors contribute to MSMEs' difficulties in meeting demand and competing effectively in overseas markets.

Limited working capital is still an obstacle today. Honey pineapple MSMEs often face capital constraints to build storage facilities to maintain the quality of their goods before export. This is because honey pineapple production needs to meet BPOM and HACCP standard facilities, which require large funds. However, honey pineapple MSMEs in Purbalingga district still use personal capital to meet BPOM and HACCP standard facilities.

“To fulfill a large capacity, the problem is usually working capital, because the existing MSMEs are still small in scale. We at Dinperindag also help with trainings, but we can't maximize it like a large credit yet.” (Winanto, 2024)

The financial assistance from the Purbalingga district office is in the form of “Mawar Credit”. Although the need for capital for export is high, the assistance has a limit of 5 million rupiah.

“While their allocation can be up to hundreds of millions for this export. Because in the past, their equipment was almost hundreds of millions for processing.” (Winanto, 2024)

This assistance is insufficient working capital for the honey pineapple business, especially the cost of production equipment for export, which can reach hundreds of millions of rupiah. If MSMEs borrow funds from banks, their knowledge of recording financial statements and making business plans to obtain working capital assistance from banks is still limited.

“Knowledge about financial records such as recording personal finances with companies is still mixed and also making financial reports to banks is also an issue for MSMEs.” (Dessy, 2024)

Besides, financial statements owned by MSMEs that are not in accordance with bank requirements. For companies that want to borrow funds from banks, the minimum requirement is to operate for 2 years and have financial statements according to bank standards. Meanwhile, many MSMEs still do not have financial reports that are in accordance with bank standards.

“So at least borrowing funds from the bank must be established for 2 years and have bankable financial statements, but not all companies have financial statements.” (Dessy, 2024)

MSMEs also face challenges in getting their products exported in managing operational costs to remain efficient. Export certifications, such as HACCP and BPOM require high costs of up to hundreds of millions of rupiah because these certificates must also be audited annually. In terms of packaging honey pineapple processed products such as pineapple cocktail using a canning machine with the cost of packaging is also very high.

“Yes, because the cost of canning is high so it requires a lot of funds.” (Ngudiyono, 2024)



In Purbalingga Regency, only Nanas-Qu has canned honey pineapple products, but they have to send the processed products to Banjar or Jogja for the canning process, resulting in high production costs. Meanwhile, the operational cost of shipping the product to the destination country is also high, especially if the product is stored in the country's warehouse before being sold to retail stores.

“Then the equipment we have is only capable of one container per month. Although the target from the buyer is usually 1 container per week. But our ability is one container per month” (Ngudiyono, 2024).

This machine also plays a role in the availability of production capacity. Production of processed pineapple can reach 50 kg per day, including 500 pieces of pineapple *dodol* and more than 1,000 cups of pineapple drinks and cocktails. The current export capacity of MSMEs is only 15 tons per month. Inefficient post-harvest management relates to the challenges that arise after harvesting honey pineapple. Most of these commodities are still managed by traditional farmers using inadequate processing facilities, limiting production capacity. Therefore, processed pineapple honey products have not been able to meet export demand in large quantities.

“Most of these products are still managed by traditional farmers with inadequate production facilities, so sometimes the production yield or production capacity is still limited so it can cause other problems.” (Supriatna, 2024)

In addition, unfulfilled export capacity is also experienced when exporting pineapple fruit. The honey pineapple harvest in Purbalingga Regency is quite excessive. Large pineapples are sold on the roadside in whole or peeled fruit form. However, in June or July the number of large honey pineapples is small, so many have to be discarded. Exporting pineapples weighing 1kg is required and is rarely found. Therefore, export capacity is not available for honey pineapple fruit exports.

“Because most of the export demand for one pineapple fruit is 1kg, while the farmers or producers rarely weigh 1kg.” (Dessy, 2024)

MSMEs also experience limited knowledge and capabilities. Their limited English language skills hinder promotion and negotiation, so they rarely communicate directly with buyers and have difficulty reaching international markets. As a result, MSMEs still choose to export through agents or resellers working in global countries.

“Language barriers are also still a difficulty, such as when we bargain with overseas buyers, it is quite difficult” (Warti, 2024).

In addition, although the local office has provided export training, their knowledge is still insufficient to carry out exports independently. The training that has been provided is on packaging honey pineapple products and training on other export materials. Lack of knowledge in finding export distributors also adds to the challenges faced by MSMEs.

### **Informational Barriers**

Information barriers faced by honey pineapple MSMEs in Purbalingga Regency include various aspects such as limited information about global markets (Olaitan et al., 2020) and also difficulties in establishing relationships with markets, are hurdles for MSMEs in managing their markets. All of these contribute to difficulties when seeking and utilizing information on global markets.

Previously, there was interest in exporting pineapple stems to Japan, but communication with the Japanese side was lost and it is unclear whether the MSMEs involved are still in contact with them. In addition, there was talk of exporting to the Middle East region, particularly Saudi Arabia. However, the market information obtained was not sustainable. In addition, when conducting exhibitions, translators are not provided, so MSMEs have difficulty connecting with global markets.

“In the past, there was interest from Japan for the stump...after that we and the agency lost contact with them” (Winanto, 2024).

Although honey pineapple commodities have been exported to the Middle East, Asia, and several other countries, the information was obtained through intermediaries who contacted MSMEs or buyers introduced by local agencies. Meanwhile, they have not taken the initiative to collect information on global markets to determine their markets. They currently obtain export-related information through the agency and PLUT (Integrated Business Service Center) assistance provided by Diskopukm.

“There is still no information on exports. Mostly we ask for help from PLUT friends about export information.” (Warti, 2024)

## Product Barriers

Product barriers faced by honey pineapple MSMEs in Purbalingga Regency include various aspects such as product certification issues (Leonidou, 2004; Olaitan et al., 2020), guaranteeing export specifications (Karing'u et al., 2020; Olaitan et al., 2020), meeting product packaging standards (Baliyan et al., 2022; Leonidou, 2004) and product durability standards are also obstacles for MSMEs in exporting honey pineapple commodity products in Purbalingga Regency. All of these factors contribute to MSMEs' difficulties in meeting product requirements and specifications for export.

Certificates such as Hazard Analysis and Critical Control Points (HACCP) and The Indonesian Food and Drug Authority (BPOM) for pineapple products are still in process with various licensing constraints faced. Difficulties in obtaining BPOM and HACCP certificates have led to business actors only being able to achieve PIRT (Home Industry Product) certificates.

“HACCP was taken care of but stopped in the middle, because there were many standards that could not be met” (Warti, 2024).

The things that make MSMEs stop in obtaining HACCP are because there are many standards that cannot be met, such as rooms that must be airtight, checking the water content in the laboratory, the possibility of preservatives in the product, and other standards.

The challenge of ensuring that honey pineapple products are not close to or expired when they arrive in the destination country. Cocktail products owned by honey pineapple MSMEs have met quality standards, while other products have not been tested. This is because only cocktail products that have been successfully tested and passed quarantine have the longest storage period of up to 1 year.

“Because if you use sea transportation, the product is close to expiration when it gets there.” (Warti, 2024)

The storage period needs to be taken into account, because shipping products using sea transportation takes a long time so that it can cause the product to approach the expiration period when it arrives at its destination.

MSMEs must also be able to maintain product quality standards through the use of durable packaging during the export process. Currently, not all businesses have packaging that meets export standards and only one MSME uses canned packaging. However, some products with canned packaging have also been damaged. Even so, the level of damage to canned packaging is less than other packaging, which is around 30% damaged. Meanwhile, the use of plastic packaging raises concerns of higher damage and other problems.

“The packaging used by our vendor is only in the form of plastic cups, while the buyer requested it to be packed in cans. So, I hesitated to follow up on the pineapple export effort at that time, worried that there would be many problems when the goods arrived at the destination country.” (Supriatna, 2024)

Ensuring that the weight of pineapples meets the demands of overseas markets is also a challenge. with a minimum weight of 1kg per honey pineapple fruit. Meanwhile, farmers sell large pineapple fruits locally.

“Most pineapples are small in size, less than 1kg.” (Dessy, 2024)

Honey pineapples in Purbalingga Regency have a lower moisture content compared to honey pineapples from other regions, making it difficult to export in fresh condition. Although the pineapples are shipped green and already sweet in flavor, the quality changes during the journey, causing damage upon arrival at the destination country. In addition, the American market tends to be less suited to the sweetness level of honey pineapples from Purbalingga Regency.

### **Price Barriers**

Honey pineapple MSMEs in Purbalingga Regency also experience the same obstacles as the results of research by (Leonidou, 2004; Olaitan et al., 2020), namely difficulties in setting prices. This factor contributes to the difficulty in determining a selling price that can be competitive in global markets.

“In the past, Nanas-Qu was almost willing to export but was constrained by price issues.” (Yunar, 2024)

Despite the demand for processed pineapple honey products, MSMEs often find it difficult to determine the right selling price. Packaging prices are more expensive than product prices and price quotes that are not in line with market demand cause obstacles to determining selling prices. In addition, the selling price is also higher due to limited facilities, such as the absence of a canning machine, so the canning process cannot be carried out at the company. Cooperation with other companies for canning packaging increases packaging costs, and limited canning production machinery makes the selling price for export high and uncompetitive.

“But the main obstacle is that the price of our production is so high ... we still can't meet the demand from buyers, for example, if the price is too high. The price is too high, we are still working with other companies in terms of packaging, namely canned products.” (Ngudiyono, 2024)

MSMEs are required to be able to negotiate, but the production price and selling price are still not balanced. High production prices with additional costs from two intermediary institutions result in uncompetitive product prices. The price difference between buyers and sellers also does not have the right selling price. In addition, the significant price difference compared to similar products due to the difficulty of competing with companies that use their own machines in the production process further exacerbates the situation.

### **Distribution Barriers**

The long duration of transportation and distribution channels (Leonidou, 2004) causes problems with the durability of honey pineapple products, so the durability standards must be adjusted to the export market. This factor can disrupt the smooth operation of the company, causing delays in delivery and increasing operational costs.

The duration of waiting for transportation availability and product delivery to reach the destination country tends to be long. Limited slots at forwarder companies, especially for containers equipped with special refrigeration facilities for fresh fruit. The duration of transportation using ships tends to take one month, such as the export process to Saudi Arabia from MSMEs in Purbalingga Regency. In addition, delivery to the canning company also takes quite a long time, which is around three to four hours.

“But the limited containers can wait for approximately 1 week and that's just the transportation, not yet at the port” (Dessy, 2024).

A long distribution channel will prolong the duration of product delivery until it reaches the end consumer. This starts from the warehouse to the port, which can take up to a week.

“Because the distribution chain is different and rather long to the warehouse, shipping, the port will queue for a week, later there will also be infections, right, checking in the country there are producers, wholesalers 1, wholesalers 2 so the process is long and long.” (Dessy, 2024)

Then the inspection process in the destination country involving the producer, the first wholesaler, and the second wholesaler further lengthens and hampers the distribution process. This has an impact on the product storage period, which also needs to be considered.

### **Logistics Barriers**

Logistic barriers such as lack of storage facilities (Leonidou, 2004; Olaitan et al., 2020) such as for pineapple jam products as well as high transportation costs (Baliyan et al., 2022; Dissanayake et al., 2023) are also obstacles in delivering MSMEs honey pineapple products to the destination country. This factor can disrupt the smooth distribution and storage of goods.

Lack of adequate infrastructure, such as roads that are often jammed, can extend delivery time and increase fuel costs. High transportation costs can cause product prices to become uncompetitive because high transportation costs will increase the price of the final product.

“In our case, the infrastructure is lacking because the roads are bound to have traffic jams, it takes longer and affects the cost of gasoline maybe.” (Dessy, 2024)

Storage limitations for pineapple jam with a short shelf life such as jam. This is due to the fact that products can quickly spoil or deteriorate in quality before reaching the end consumer. Furthermore, without sufficient storage facilities, MSMEs may find it difficult to increase sales production volume as they cannot keep large amounts of stock and limit their ability to meet market demand.

“We are still small-scale MSMEs, sometimes we don't have too much stock for storage, especially in terms of durability, especially for jams.” (Winanto, 2024)

### **Promotional Barriers**

The promotional barriers faced by honey pineapple MSMEs in Purbalingga Regency are related to the involvement of MSMEs in conducting overseas promotions. All of these factors contribute to the difficulty in introducing honey pineapple products to global markets.

“Our overseas promotions have not been intense” (Ngudiyono, 2024).

Promotional activities abroad are still rarely carried out by MSMEs in Purbalingga Regency. In addition, MSMEs experience obstacles when participating in exhibitions abroad organized by the Purbalingga Regency office.

“There are exhibitions abroad, we are only facilitated with booths, not accommodation, so we have some reservations.” (Ngudiyono, 2024)

However, the agency did not say there were obstacles when organizing the exhibition. These obstacles include the limited facilities provided by the agency, such as not reaching the accommodation and not providing translators. So that MSMEs must pay for their own accommodation and are required to be able to speak English independently. Without an understanding of English, it will be difficult to get buyers because in negotiating prices, contracts, and requirements. In addition, errors in interpretation will also have an impact on company losses.

### **Discussion of Factors that Hinder the Export of Honey Pineapple Commodities**

Honey pineapple MSMEs in Purbalingga Regency face significant obstacles in setting competitive selling prices for the export market. This difficulty is mainly due to their inability to purchase their own canning machines, forcing them to use the services of canning companies outside Purbalingga, which results in less competitive selling prices. In addition, the inability



to export directly without going through intermediary agents adds additional costs and makes the selling price high and reduces product competitiveness. Limited ability to negotiate prices also exacerbates the problem, making it more difficult for MSMEs to set prices that match the demands of the export market.

Owning your own canning machine requires a large investment. However, MSMEs in Purbalingga Regency still rely heavily on personal capital, which is insufficient to optimally support working capital and company operational costs. Limitations in financial recording are also one of the barriers for MSMEs to gain access to working capital loan facilities from banks. In fact, sufficient working capital is needed to finance the company's operations, such as the purchase of a high-priced can packaging machine, as well as to finance the acquisition of BPOM and HACCP certificates, which are the main requirements for honey pineapple to be exported. These certificate audits must be conducted regularly every year and require significant costs.

Therefore, having your own packaging machine is worth considering because it will have a positive impact on a more competitive selling price, increased production capacity, and efficiency of the production process. Canned packaging is also very important to minimize product damage during shipment to the destination country which has an impact on reducing damage costs. MSMEs also need to find alternative sources of funding other than relying solely on personal capital, because the export process requires substantial funds to finance the entire operational chain, from harvesting, production, storage, to shipping to the destination country. It is also necessary to build facilities that comply with export standards as well as to obtain and renew HACCP and BPOM certificates required to export honey pineapple processed products.

For this reason, optimal cooperation efforts by the government together with honey pineapple stakeholders in Purbalingga Regency are needed to be able to increase Indonesian pineapple exports to global markets while pineapple export opportunities are still very wide open.

## CONCLUSION

This study has identified the factors hindering the export of honey pineapple commodities in Purbalingga Regency. Some of the barriers to honey pineapple exports in Purbalingga Regency are functional barriers, information barriers, product barriers, price barriers, distribution barriers, and logistics barriers. These factors include limited working capital and operational costs, unavailable export capacity, post-harvest inefficiencies, lack of knowledge and ability of MSMEs to carry out the export process independently, difficulties in establishing market relations, limited market information, product certification issues, difficulty guaranteeing product specifications, difficulty meeting product durability and packaging standards, difficulty setting selling prices, long transportation duration, limited transportation, long distribution channels, high transportation costs, limited storage facilities, and limited ability of MSMEs to conduct overseas promotional activities.

The most significant obstacle is the difficulty in setting the selling price, which is caused by the fact that MSMEs do not have their own can packaging machines so that packaging is still carried out outside the Purbalingga area so that the selling price of the product becomes less competitive. To buy the machine, MSMEs still have limited capital because they still use their own capital, making it difficult to meet the demands, requirements, and specifications of export products, which are expensive.

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