

THE ROLE OF STAKEHOLDERS IN THE DEVELOPMENT OF POMELO AGRIBUSINESS IN MA'RANG SUB-DISTRICT PANGKEP REGENCY

Marhawati¹, Didi Rukmana², Sitti Bulkis², Mahyuddin²

¹ Faculty of Economic State University Makassar, Makassar

² Faculty of Agriculture Hasanudin University, Makassar

Corresponding Author: Marhawati (Email: Marhawati@unm.ac.id)

Abstract: Stakeholders have a very important role in managing pomelo commodities. Thus, an understanding of the existence and role of stakeholders is necessary to realize sustainable agricultural resource management. This study aims to identify, create categories and investigate the relationship between stakeholders in the development of pomelo agribusiness in Pangkep regency. Data collection was done by snowball sampling method and then analyzed descriptively qualitative. The results show that there are eight stakeholders consisting of 3 stakeholders as subjects, 3 main stakeholders, 1 stakeholder as a constituent and 1 stakeholder as a crowd. The relationship between stakeholders is the relationship of cooperation, complementary relationships, and potential conflict relationships. Active role and cooperation of various parties who have interest and influence are needed in supporting the sustainability of pomelo agribusiness in Ma'rang Sub-district of Pangkep Regency.

Keywords: Stakeholders, Horticulture, Agribusiness, Pomelo

I. INTRODUCTION

Pomelo (*Citrus grandis* L. Osbek) or more popularly called grapefruit or orange is one of Indonesia's exotic tropical fruit that has long been known by the community. Pomelo is one type of horticultural crops that received attention from the government to be developed in agribusiness so that its production can be improved. This is because pomelo is a native Indonesian plant that has good marketing prospects and can be a source of regional and national economy and can help improve the nutrition of the community.

This type of orange has become one of international trade commodities with major exporters such as Thailand and Vietnam. Large oranges, grapefruit or pamelos (English: pomelo, scientific: *Citrus grandis*, *C. maxima*) is the largest fruit-producing orange. The name "pamelos" is now recommended by the Ministry of Agriculture because the orange has nothing to do with Bali. This orange belongs to a species that can adapt well in dry areas and is relatively resistant to disease, especially CVPD that once destroyed citrus crops in Indonesia.

Pomelo has the following characteristics: 1) Fruit shape round and larger than other oranges; 2) The skin is thick green to yellow; 3) the meat is white and red, has a slightly sour sweetness, lots of water and fiber. These commodities, in addition to already known to have a delicious flavor and a distinctive flavor also contains some nutrients. According to Setiawan (1993) that in 100 grams of edible orange contains vitamin C of 43 mg, 27 mg phosphorus, calcium 23 mg and vitamin A of 20 SI (International Unit). Because the content of vitamin A and vitamin C is quite high, then the orange is able to prevent myopia and canker sores. It also contains pectin which can avoid the threat of atherosclerosis which is the main cause of heart attack and stroke. Because the content of vitamin A and vitamin C is high enough, oranges can prevent myopia and canker sores. In addition, it also contains pectin that can avoid the threat of atherosclerosis which is the main cause of heart attacks and strokes.

The production of pomelo for Eastern Indonesia is only available in Pangkajene and Kepulauan Islands and is a pre-eminent commodity in Pangkep regency. The potential is quite large with a land area of about 2,500 hectares and has been planted as much as 1,614 hectares with a production of 37,614 tons per year, involving farmers around 6,405 heads of households (Department of Agriculture and Livestock Pangkep 2015). Although Pomelo is designated as the pre-eminent commodity of Pangkep regency, its jargon is Bolu (Milkfish), lemo (orange), doang (shrimp) or commonly abbreviated as BOLEDONG, but in its management is currently less integrated among stakeholders. Therefore, to mobilize the agribusiness system needs the support of all parties related to agribusiness and the perpetrators.

The main problem that arises in the development of agribusiness pomelo is the lack of participatory processes and cooperation between stakeholders integrated in pomelo management. Constraints that often faced by pomelo orange farmers, is a low bargaining position as producers when to the stage of marketing. Lack of information received due to the absence of

communication networks with agribusiness actors caused the selling price of farmers' products to be low. The weak bargaining position of farmers can threaten the sustainability of the farming activities it has. This can be caused by the lack of involvement of various stakeholders in the pomelo fruit agribusiness in order to work together in accordance with their respective roles. This indicates that in realizing the success of pomelo management will not be separated from the role and participation of influential stakeholders and has an important position in the overall activities from upstream to downstream. Thus, an understanding of the existence of stakeholders is necessary to understand the position and role of those involved. Stakeholder analysis is the first step to see the potential and involvement of these stakeholders.

II. RESEARCH METHODS

Location of research and time of study

This research was conducted in Ma'rang Sub-district of Pangkep Regency because it is the center of pomelo agribusiness. The study was conducted from January to April 2017.

Data collection technique

The method of collecting data is survey method using structured questionnaire, while the qualitative approach is done by deep observation, interview with key informant, document study, and then build analysis and synthesis on various data and information obtained. Data collection with snowballs begins with identifying key informants and then developing interviews with key informant inputs. Deepening is considered complete if there is saturation of information from key informants marked by repetition of the same information during subsequent interviews about the same (validated) key source. The data collected were analyzed by adopting a stakeholder analysis model developed by Reed et al., 2009.

Data Analysis Techniques

Stakeholder Analysis

To map the relationship between stakeholder interests and influence by using stakeholder analysis from Reed et al. (2009). The analysis is conducted by (1) identifying the parties and their interests; (2) categorize and classify the parties; and (3) describes the relationship of the parties.

1.1. Stakeholder Identification

Identification was conducted to find out the stakeholders involved in the development of Pomelo in Pangkep District. Stakeholders in question are government agencies, private groups, and community groups.

1.2. Grouping of Stakeholders

Once stakeholders are identified, stakeholders are grouped to determine the relationships that occur by making a matrix of influence and interest in developing pomelo agribusiness, through descriptions of questions expressed in quantitative measures (scores). The determination of Likert-scale values is the measurement of five tiered data from the model developed by Abbas (2005) in Table 1. Furthermore, the cumulative scores of the questions are summed and mapped into the matrix of interest and influence. The determination of the Likert-scale value is a five-tiered data measurement of the model developed by Abbas (2005) in Table 1. Furthermore, the cumulative scores of the questions are summed and mapped into the matrix of interest and influence.

Table 1. quantitative measures of stakeholder interests and influence

Interests of stakeholders			
Scores	Value	Criteria	Description
5	21-25	Very High	Strongly supports the development of pomelo oranges
4	16-20	High	Supports the development of pomelo oranges
3	11-15	High Enough	Simply supported the development of orange pomelo
2	6-10	Less High	Less support the development of orange pomelo
1	0-5	Low	Does not support the development of pomelo oranges
The influence of stakeholders			

5	21-25	Very High	Strongly supports the development of pomelo oranges
4	16-20	High	Supports the development of pomelo oranges
3	11-15	High Enough	Simply supported the development of orange pomelo
2	6-10	Less High	Less support the development of orange pomelo
1	0-5	Low	Does not support the development of pomelo oranges

Measurement of interests uses five variables including stakeholder engagement, stakeholder benefits, stakeholder authority forms, stakeholder work programs and stakeholder dependency levels in pomelo agribusiness development in Pangkep District. Measurement of influence refers to the power of stakeholders to control the processes and outcomes of a decision, using power instruments including strength of conditions, strengths of power, compensating forces, individual strengths and organizational strength (Galbraith 1983 referred to in Reed et al., 2009).

Stakeholder analysis is done by explaining the results obtained in the interest matrix and the influence of stakeholders on the development of pomelo orange agribusiness. The result of determining the value on the interest and influence indicators is combined so as to form the coordinates and determine the quadrant position occupied by the stakeholders. The position of each quadrant illustrates the position of influence and the degree of importance and role of each party, categorized as follows (Reed et al., 2009):

- a. Key players, are active parties and have a high interest and influence on the development of pomelo agribusiness.
- b. Context setters, are the parties that have high influence but low importance so that it can be a significant risk to be monitored.
- c. Subjects, ie stakeholders who have high interests but low influence and although supportive of activities but their capacity to small impact. These stakeholders can increase their influence if they form an alliance with other parties.
- d. Crowds, ie stakeholders who have little interest and little influence on the desired outcomes and be considered for inclusion in decision making.

1.3. Relationship between Stakeholders

The next stage is to deepen the relationships among stakeholders descriptively describing the relationships of the parties, namely: conflict, complement each other, or work together. The relationships are explained qualitatively to get a clear picture of the interrelationships among stakeholders that play a role in the development of pomelo agribusiness.

III. RESULTS AND DISCUSSION

1. Identification of stakeholders

According to Fletcher (2003), stakeholders are a group that has a concern and interest in a given problem by considering its important position and influence. Goncalves et al. (2005) describes the stakeholders for those who impact and / or who are affected by policies, programs and development activities. They can be men or women, communities, socioeconomic groups, or institutions in dimensions at every level of society. Each of these groups has the resources and needs of each to be represented in the decision-making process of development activities.

The result of the identification of stakeholders involved in pomelo agribusiness activities in Kecamatan Ma'rang Pangkep District can be seen in the following.

Table 2. Stakeholders involved in pomelo agribusiness activities in Ma'rang sub-district, Pangkep district.

No	Stakeholders	Information
1.	Local government of Pangkep district	Government
2.	Department of Food Crops and livestock	Government
3.	Agricultural extension of Ma'rang sub-district of Pangkep district	Government
4.	Association of pomelo farmers in Pangkep district	Community Group
5.	Combined Pomelo Farmer Group Ma'rang Sub-district Pangkep District	Community Group
6.	Farmer group pomelo Sub-district Ma'rang Pangkep district	Community Group
7.	Pomelo farmers in Ma'rang sub-district of Pangkep district	Society
8.	Traders of Pomelo in Pangkep regency	Society

Government agencies

a. Local Government of Pangkep district

Stakeholders of local government of Pangkep Regency, in this case, local apparatus unit (SKPD) related to pomelo agribusiness development activities such as Regional Development Planning Board (BAPPEDA), Food and Livestock Service Office, Agricultural Field Extension. All of these stakeholders are an extension of the Bupati to implement the vision and mission of Pangkep District Government. The strategic plan contained in the vision of the Government of Pangkep Regency Year 2016-2021 is "**Pangkep regency embodies a productive modern village and has a character towards a more advanced and independent region**". The authority of government agencies in pomelo agribusiness activities in Ma'rang sub-district of Pangkep Regency covering the formulation of policies, the development of facilities and infrastructure, the empowerment of the community and the provision of data and information. Government agencies involved in pomelo orange agribusiness in Ma'rang Sub-district of Pangkep Regency are Local Government of Pangkep Regency, Food Crops and Animal Husbandry of Pangkep Regency, and Agricultural Extension Officer of Ma'rang Sub-district of Pangkep Regency.

b. Department of Food Crops and livestock

Food Crops and Animal Husbandry Pangkep regency is one of the government agencies in the agribusiness activities of Pomelo orange in District Marang Pangkep Regency which has various influences and interests, especially in agriculture. Main Duties and Functions (Tupoksi) Department of Food Crops and Animal Husbandry District Pangkep described in Regent Regulation Pangkep No. 43 of 2011 to carry out regional government affairs in agriculture, forestry and plantation. The field of agriculture that is covered by the Department of Food Crops and Livestock of Pangkep Regency is the Field of Food Crop Agriculture, Horticulture Field, Field of Forestry, and Plantation Sector. Horticulture sector has the main duty to carry out activities of development and development of horticultural commodities (fruit, vegetables, medicinal plants and ornamental plants), post-harvest coaching and horticultural products processing. The Pamelos commodities are included in the main duties and horticultural functions. In accordance with the documents contained in the Regional Medium Term Development Plan, the Agriculture and Livestock Service Office of Pangkejene and the Islands participated in the achievement of the 1st mission namely "**Optimizing the Utilization of Development Resources and Utilizing Unique Islands for the Prosperity of Society**". In order to realize the achievement of the mission of Pangkep District, the Department of Food Crops and Livestock contribute to the achievement of the goal of increasing the production and quality of food crops, horticulture and livestock products.

c. Agricultural Extension of Field

The Agricultural Extension Officer of Ma'rang Sub-district of Pangkep Regency (PPL) is a person who does the job of giving encouragement to farmers to change the way of thinking, work, and way of life that is more in line with the times, the development of more advanced agricultural technology. An agricultural extension worker has three roles: educator, leader, and advisor (Kartasapoetra 1994). Agricultural extension agents are agents of change directly related to farmers. The main function is

to change the behavior of farmers with non-formal education so that farmers have a better life in a sustainable manner. Agricultural Extension Fields have a role in improving farmers knowledge, skills, and attitudes.

Community Group

a. Association of Pomelo Farmers

The Pomelo farmers association is a container that gathers farmers to channel the aspirations of farmers, understand the problems that interfere with the development of their business and seek solutions and to strengthen the bargaining position of farmers against other stakeholders. The association was formed because the farmers felt the need to establish the pomelo commodity association for wanting real change and progress in their field of business. The condition of the association of pomelo in Ma'rang Sub-district of Pangkep Regency is generally still in the early stages of organizational structure but not yet complete with the preparation of work program. The association of pomelo farmers is not in line with farmers' expectations and wishes.

b. Combined Farmer Group

The Joint Farmer Group called gapoktan is a collection of several farmer groups that join and work together to improve the economy and efficiency of the pomelo business. They joined the farmer group because of the similarity of pomelo business in Ma'rang Sub-district, Pangkep district. Until now Gapoktan is still limited to the functions of administration and communication, although actually expected also for economic function, but less successful.

c. Farmer Group

Farmer groups hereinafter referred to poktan is a collection of farmers/breeders/planters established on the basis of mutual interest; the similarity of the social, economic and environmental conditions of the resource; commonality of commodities; and intimacy to improve and grow member businesses. Farmer groups located in Ma'rang sub-district have the same business for all agricultural commodities and are not limited to pomelo cultivation, but the resource persons in this research are farmer groups who work on pomelo.

Society

The role of the community in relation to the activities of pomelo agribusiness in Ma'rang Sub-district of Pangkep Regency is as a business actor, conducting agricultural production facilities, processing and marketing of agricultural products, and agricultural support services domiciled in the jurisdiction of the Republic of Indonesia. The community also gets counseling from government agencies and community groups on how to access market information, technology, capital and other resources, in an effort to improve productivity, business efficiency, income, and welfare.

a. Farmers Pomelo

Pomelo farmer is a person who is active in pomelo cultivation and is a livelihood of farmers in Ma'rang District Pangkep regency.

a. Traders Pomelo

Traders involved in distributing pamelorange to consumers are village collectors, inter island traders and retailers. Village collector traders are traders domiciled in Padanglampe Village, Ma'rang Subdistrict, Pangkep District who do marketing pomelo by buying and collecting pamelorange from farmers. Inter-island traders are merchants domiciled and are not domiciled in Padanglampe Village, Ma'rang Sub-district, Pangkep District who bought pomelo in the village and distributed it to the island of Java. Inter island traders have stalls in the main market of Keramat Jati Jakarta. Retailers are merchants who buy pomelo oranges and sell at retail. Retailers domiciled in Pangkep Regency generally have kiosks on the roadside of Makassar - Pare Pare and traditional markets in Pangkep regency.

2. Stakeholder Categorization

Stakeholders are differentiated according to level of influence and interest in developing pomelo agribusiness in Pangkep regency. The measurement of the level of stakeholder influence in the development of pomelo agribusiness in Pangkep Regency uses five variables which include a strength of condition, compensation strength, individual strength and organizational strength (Galbraith 1983 referred to Reed et al., 2009). Measuring the importance of stakeholders in the development of pomelo

agribusiness in Pangkep Regency using five variables including stakeholder involvement, stakeholder benefits, stakeholder form of authority, stakeholder work program and stakeholder dependency level in pomelo agribusiness development in Pangkep regency..

Table 3. The result of calculating the value of stakeholder influence level

No	Stakeholder	Value					Total
		P1	P2	P3	P4	P5	
1	Local government of Pangkep district	5	2	4	3	5	19
2	Department of Food Crops and livestock	3	2	3	3	4	15
3	Agricultural Extension of Field Sub-district Ma'rang of Pangkep district	3	2	2	4	4	15
4	Association of pomelo farmers in Pangkep district	3	3	2	4	3	15
5	Combined Pomelo Farmer Group Ma'rang Sub-district Pangkep District	3	1	1	3	4	12
6	Farmer group pomelo Sub-district Ma'rang Pangkep district	3	1	1	3	4	12
7	Pomelo farmers in Ma'rang sub-district of Pangkep district	2	1	1	3	3	10
8	Traders of Pomelo in Pangkep District	3	1	3	3	3	13

Information: P1 =Strength of condition; P2 =Power of eligibility; P3 =Strength of compensation; P4 = Individual strengths; P5 = The strength of the organization

Table 4. The result of calculating the value of stakeholder influence level

No	Stakeholder	Value					Total
		K1	K2	K3	K4	K5	
1	Local government of Pangkep district	1	4	3	3	1	12
2	Department of Food Crops and livestock	5	5	4	5	1	20
3	Agricultural Extension of Field Sub-district Ma'rang of Pangkep district	5	3	3	5	1	17
4	Association of pomelo farmers in Pangkep district	4	3	3	2	2	14
5	Combined Pomelo Farmer Group Ma'rang Sub-district Pangkep District	4	2	1	1	3	11
6	Farmer group pomelo Sub-district Ma'rang Pangkep district	5	1	1	2	4	13
7	Pomelo farmers in Ma'rang sub-district of Pangkep district	5	1	1	1	5	13
8	Traders of Pomelo in Pangkep district	5	3	1	1	5	15

Information: K1 =The Involvement; K2 =Benefits gained; K3 =Form of authority ; K4 = Work program; K5 = Degree of dependence.

Stakeholder analysis results are classified according to the level of influence and importance by using the matrix according to Reed et al. (2009) can be seen in Figure 1. The matrix of stakeholder influence and interest indicates that each stakeholder has different classification according to the level of influence and interest of developing pomelo in Pangkep regency.

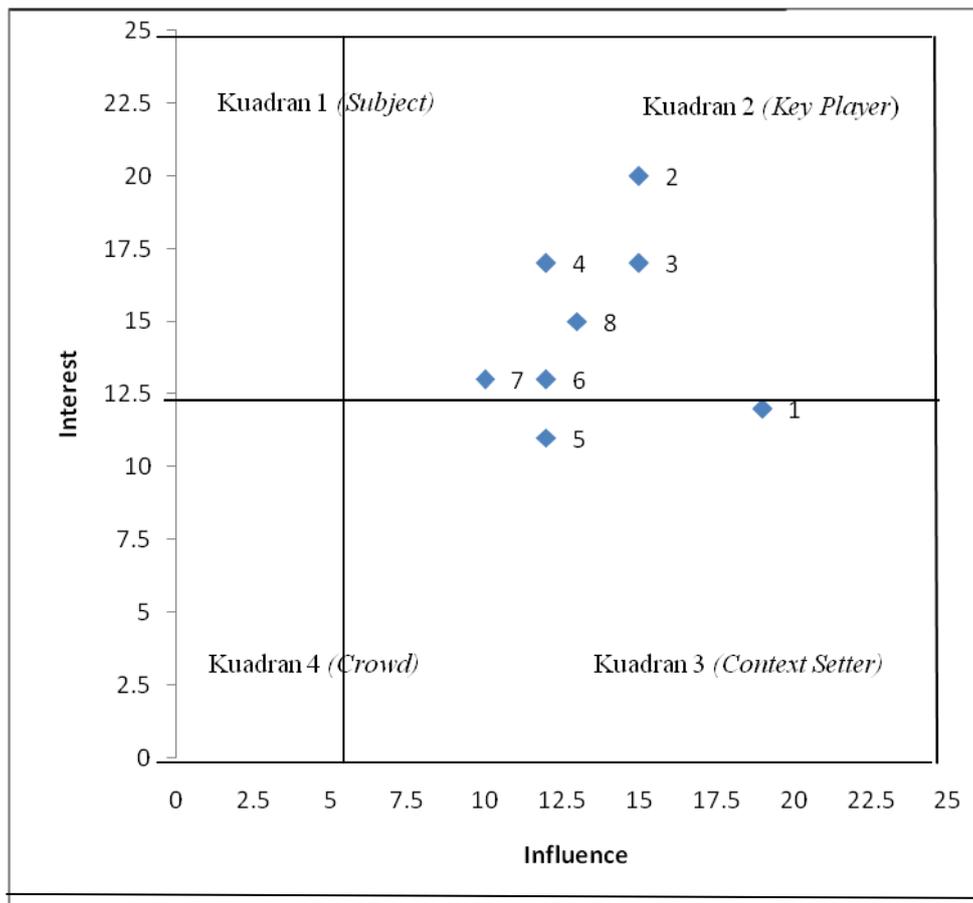


Figure 1. Matrix of Influence and Interest

2.1. Subject

Position in quadrant 1 (Subject) Stakeholders who are included in the subject group are the association of Pomelo farmer, pomelo orange farmer group, pomelo farmer in Ma'rang sub-district of Pangkep District. A subject group is a group of stakeholders who have high interests but have low influence. The three stakeholders have the same goal, namely to increase the role of farmers in the agribusiness activities of pomelo to be more productive and can improve farmers' standard of living. Each stakeholder has a high interest because all activities undertaken aim to increase the added value of pomelo production activities. But the subject group has little influence because it only works with local farmer groups and under the auspices of the Department of Agriculture Food Crops and Animal Husbandry Pangkep District. Pomelo farmers association as an institution that is expected to assist farmers in facing problems and obstacles, just a name because it has no activity.

2.2. Key Player

The position in quadrant 2 (key players) indicates that stakeholders belonging to the key player's group are the Office of Food Crops and Livestock, District Agricultural Extension Officer Ma'rang and Pamelos Traders in Pangkep District. Key players are a group of stakeholders who have high influence and interest in developing pomelo agribusiness in Pangkep District. This is in accordance with the main tasks owned by the Office of Food Crops and Animal Husbandry Pangkep District as a local government agency that has been mandated in carrying out local government affairs in the field of agriculture, plantation and animal husbandry. Department of Food Crops and Livestock, Agricultural Extension Officer Ma'rang Sub-district is the key player because these institutions are the regulator as well as the implementor, the facilitator so very influential on the development of pomelo.

The key player in pomelo agribusiness activity is agricultural extension in Ma'rang sub-district, which is an extension of Food and Livestock Service Office of Pangkep Regency. Agricultural Field Extensionists are agents of behavior change of farmers who play a role in agricultural extension activities to provide more information and knowledge to farmers about new things in their farming environment in an effort to increase productivity, business efficiency, income, and welfare.

The third key player is a pomelo merchant who buys and sells and distributes pomelo. Pomelo traders have a high interest and influence in pomelo marketing since most (80%) of pomelo production is diantared by using containers to Java Island. The rest to the local market, Makassar and Kalimantan. The important role of these three stakeholders has a major role in the effort to develop the agribusiness activities of pomelo oranges in Ma'rang Sub-district, Pangkep District.

2.3. Context setter

Stakeholders included in the context setter group are the local government of Pangkep Regency. The context setter group is a group of stakeholders who have low importance but high influence. The local government of Pangkep Regency is involved in policy design in agriculture. The involvement of policy design in the form of strategic plans as well as long-term and medium-term development plans in the field of development of agricultural superior potentials to improve the economy and welfare of the community. This causes the local government of Pangkep Regency to give effect to the allocation of the local budget through investment in agriculture.

2.4 Crowd

The stakeholders included in the crowd are the Pomelo Farmers Association in Ma'rang Sub-district in Pangkep District. The crowd is a group of stakeholders who have low influence and interest. These stakeholders have yet to play an important role in pomelo agribusiness activities in Ma'rang Sub-district, Pangkep District, as they only play a role in providing financing and coordination needs among farmer groups.

3. Relationships between Stakeholders

Based on in-depth observations and interviews, the relationships among stakeholders in pomelo management and development are cooperative relations, mutual relationships, and potential conflicts. Potential conflicts of interest involve Pamelo farmers, Field Agricultural Extension, Food Crops and Livestock Offices. The aid package which is the program of the Agriculture and Livestock Agency triggers conflict between the parties involved as it is deemed to be the determination of the beneficiaries and the distribution of non-transparent, unfair or selective and inaccurate aid packages.

Potential conflicts involving pomelo traders, be they village traders and retailers. A form of intense competition is seen among the collecting traders in obtaining the supply of pomelo. Traders who have greater capital more freely in getting and collecting pomelo. This competition encourages every trader to continue to strengthen business capital to acquire and collect pomelo to ensure the availability of shipping supplies to Java.

The form of cooperation pomelo farming arises because of the awareness of business actors that they have a common interest in gaining profits. A network of partnerships is established between farmers and traders by providing loans to farmers on condition that pomelo are not sold to other traders. In this case the farmer will sell oranges worth the money or capital borrowed from the merchant.

Department of Food Crops and Livestock with Agricultural Counseling Field work together in institutional development of pomelo farmers. Both help each other, complement each other and strengthen in the implementation of guidance to the peasant community. With such cooperation, it is expected that the quality of farmer groups will increase due to the acquisition and strengthening of business capital in the form of production facilities support from the Department of Food Crops and Livestock..

IV. CONCLUSIONS AND RECOMMENDATIONS

The development of pomelo agribusiness in Pangkep Regency can not be separated from the interests and influence of stakeholders. Identify 8 stakeholders consisting of local government, community groups. The role of stakeholders in the development of pomelo as the subject is the association of pomelo farmers, pomelo farmer groups, pomelo farmers in Ma'rang sub-district, Pangkep district. Stakeholders included in the key player group are Food and Livestock Service Office, PPL Kecamatan Ma'rang and pomelo traders in Pangkep regency. Stakeholders included in the key player's group are Agriculture and Livestock Service Office, PPL Kecamatan Ma'rang and pomelo traders in Pangkep regency. Stakeholders included in the context setter group are the local government of Pangkep Regency. Stakeholders who are included in the group of crowds are the Pomelo Farmers Group of Ma'rang Sub-district of Pangkep Regency. The relationship between stakeholders in the management and development of pomelo is the relationship of cooperation, mutual relations, and potential conflicts. The involvement of Agriculture and Livestock Service and Agricultural Extension Field as a key player is expected to support the sustainability of pomelo agribusiness in Ma'rang Sub-district, Pangkep District.

REKOMENDATION

Agriculture and Animal Husbandry Office of Pangkep and PPL District Ma'rang Sub-district as the main stakeholders must be able to perform their role according to the main tasks and functions that have been mandated in achieving regional development goals, especially maximizing the potential of pamele orange as a leading commodity and agribusiness sector. All this can be realized if there are good communication and coordination among stakeholders.

ACKNOWLEDGMENTS

This research cannot be separated from the support of various parties who also provide input, suggestions, and information that build on the research process. For that, the authors would like to thank Ir. Haris, H. Jamaluddin SP, Majid S. Ag, Padanglampe Village Community and Attangsalo Village for their contribution to this research.

BIBLIOGRAFI

- Abbas R. 2005. Mekanisme perencanaan partisipasi *stakeholder* Taman Nasional Gunung Rinjani [disertasi]. Bogor: Sekolah Pascasarjana, Institut Pertanian Bogor.
- Bryson, JM. 2003. *What To Do When Stakeholders Matter: A Guide to Stakeholder Identification and Analysis Techniques*. A paper presented at the London School of Economics and Political Science. London.
- Crosby, B.L. 1992. Stakeholder Analysis: A vital tool for strategic managers. Technical Notes, No. 2. Agency for International Development, Washington DC.
- Dinas Tanaman Pangan dan Peternakan Kabupaten Pangkep, 2015. *Selayang pandang komoditi andalan jeruk besar pamele*. Dinas Tanaman Pangan dan Peternakan Kabupaten Pangkep.
- Eden, C., & Ackermann, F. (1998). *Making strategy: the journey of strategic management*. London: Sage Publications.
- Freeman, R.Edward. 1984. Strategic Management. A Stakeholder Approach. University of Minnesota.
- Friedman, A.L. and S. Miles. 2006. Stakeholders. Theory and Practice. OXFORD University Press.
- Fletcher A, Guthrie J, Steane P, Roos G, Pike S. 2003., Mapping stakeholder perception for a third sector organization. *Journal of Intellectual Capital* 4 (4) : 5 0 5 5 2 7 . <http://dx.doi.org/10.1108/14691930310504536>
- Galbraith, J.K., 1983. The Anatomy of Power. Hamish Hamilton.
- Gonsalves, J., T. Becker, A. Braun, D. Campilan, H. De Chavez, E. Fajber, M. Kapiriri, J.Rivaca-Caminade, and R. Vernooy. 2005. Participatory Research and Development for Sustainable Agricultural and Natural Resource Management: A sourcebook (glossary). International Potato Center-Users Perspective with Agricultural Research and Development, Laguna, Philippines and International Development Research Centre, Ottawa, Canada.
- Loh Jayanti A, Muksin., Analisis Stakeholder Dalam Agribisnis Buah Naga Di Kecamatan Bangorejo Kabupaten Banyuwangi, *Jurnal Ilmiah INOVASI*, Vol.15 No.3 Hal. 99-106, September-Desember 2015, ISSN 1411-5549.
- Reed, M.S. 2008. *Stakeholder Participation for Environmental Management: A Literature Review*. *Biological Conservation*, 141, 2417-2431.
- Reed, M.S., Graves, A., Dandy, N., Posthumus, H., Hubacek, K., Morris, J., Prell, C., Quinn, C.H., Stringer, L.C. (2009). Who's in and why? A typology of stakeholder analysis methods for natural resource management. *Journal of Environmental Management*, 90, 1933-1949.
- Varvasovszky Z, Brugha R. 2000. Stakeholder analysis.: A. Review, Health policy and Planning 15 (3) 239-246 Oxford University Press.