

**Title** The characteristics of banana chips agroindustry in the production center

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**Keyword** banana chips; agroindustry; East Java

### **Abstract**

The aim of this research was to find the characteristics of some agroindustries of banana chips in the banana and chips production center in East Java. Research was done in the center of banana and chips production and chips in Lumajang regency from September – December 2007. The primary data was collected by interviewing the banana chips processors and the collecting traders. The number of the key informant respondents were 8 persons, taken by simple random method. The secondary data was obtained from the Office of Agricultural Extension Service in Lumajang regency. The collected data was then tabulated and analyzed descriptively. The result showed, that the agroindustry of the banana chips in Lumajang regency was still a small scale or home industry, however these industries gave high income and could provide the woman workers. The agroindustry of banana chips in Lumajang regency was potential to be developed. The development of the banana chips agroindustry played an important role in supporting the development of banana agribusiness in Lumajang regency. This was because the relationship between the needs of fresh banana for chips from the farmers' orchards by the agroindustry. The good market of banana chips would support the development of the fresh banana agribusiness in the local area. Some factors supported the banana chips agroindustry in Lumajang regency were 1) the sufficient of the raw material and the continuity of supply, 2) the big opportunity of the banana chips market, 3) the easy and cheap processing technology, 4) the relatively small investment need, and 5) the support of the local government in development banana commodity program. For increasing the competition power of the banana chips in the market and the changes of the customers' taste, the quality improvement and the processing technology method should be improvement continuously. The effort in widening the market could be done through the initiation of market and promotion.