

The LQ Analysis and Attractive-Competitiveness Analysis in the Priority Determination of Featured Horticultural Commodities to Drive the Sustainability of Food Security

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This research aims to determine and to identify the superior commodities of horticulture and seasonal fruits, especially in vegetables and fruits. The research used the survey method. Primary data were collected through in-depth interviews and questionnaires. Samples were determined purposively, by involving apparatus from the Department of Food Crops, Horticulture, and Plantation of Jember Regency, academicians, and businessman in the horticulture and seasonal fruits field. This research used the analysis of Location Quotient (LQ) and Attractiveness-Competitiveness Analysis. The results declared some findings, consist of: (1) The major commodities of horticulture and seasonal fruits were large chilies, small chilies, watermelon, and long beans. (2) The top priority groups in which they had the competitiveness and attractiveness of agribusiness and had the value above the average were big chilies, small chilies, watermelons and long beans. (3) The areas in which development of chili commodities were significant widespread in 12 (twelve) sub-districts, small chili commodities were in 15 (fifteen) districts, watermelon commodities were only in 3 (three) districts, and long beans were in 15 (fifteen) districts in Jember Regency.

Keyword: Priority, Horticulture Center, Attractiveness-Competitiveness Analysis