

## Correspondence process

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**Research title : A Strategic Approach to Agribusiness System Development for Accelerating Saba Banana Production**

Hamdani<sup>\*1</sup> and Djoko Santoso<sup>2</sup>.

1. Author : Hamdani, dan CoAuthor : Djoko Santoso
2. International Destination Journal to : Universal Journal Of Agricultural Reseach.  
**Country** [United States](#) [Universities and research institutions in United States](#)  
[Media Ranking in United States](#)
3. Regestrasi : 20 June 2023 (2023/06/20)
4. Response from Editor : Chloe Crawford [preview.hrpub@gmail.com](mailto:preview.hrpub@gmail.com) ( July 2023)

Dear Hamdani,

Thank you very much for submitting your manuscript to HRPUB.

In order to expedite the publication process, your manuscript entitled "A Strategic Approach to Agribusiness System Development for Accelerating Saba Banana Production" has been sent out to evaluate.

But some problems need to be addressed.

We would be grateful to you if you could revise your manuscript according to the following comments:

1. Provide the full affiliation for each author including Department, Faculty, University, State. If any of the co-authors are from different organizations, each name should be followed by an identifying superscript number (1, 2, 3 etc.)
2. Figures 1-4 are unclear. Please provide us the figures with high resolution to allow for reading the details of them. And make sure that all lines and lettering within the figures are legible at final size.
3. The REFERENCES In-Text Citation format is not in accordance with the journal's rules. References are simply cited with the consistent reference number in square brackets. Do not set references number as superscript number. Do not use "Ref. [3]" or "Reference [3]" except at the beginning of a sentence, e.g. "Reference [3] shows ..."
  - A. Single Reference  
If the author's name appears in the text, place the reference number immediately after the name.  
Please note that the reference should always be cited in text in consecutive numerical order. And it should be numbered from [1]
4. The format of the list of REFERENCES is not in accordance with the journal's rules.

Please check all references for completeness and accuracy, including author names, paper title, journal heading, Volume, Number., pages for journal citations, Year, DOI (or URL if possible). (Please note that the DOI should be placed after the URL and end with a period.)

Journals

All author names, "Title," Journal title, vol., no., pp. xxx–xxx., Year, DOI (or URL) e.g.

\*Please highlight the changes you have made.

Kindly respond to the evaluation and send your revised manuscript to [preview.hrpub@gmail.com](mailto:preview.hrpub@gmail.com) as soon as possible. Please track status of your manuscript through the Online Manuscript Tracking System.

We will contact you again once a new decision is made on your manuscript. You will expect a review report from Anthony Robinson ([revision.hrpub@gmail.com](mailto:revision.hrpub@gmail.com)) in the following 45 days.

In addition, please confirm this manuscript is original, previously unpublished, and not under consideration for publication elsewhere.

Besides, could you please leave us an alternate Email Address in case?

Best Regards

Chloe Crawford

Editorial Assistant

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<http://www.hrpub.org>

5. Response from Anthony Robinson Editorial Assistant

: 02 August : (2023/08/02): But some problems need to be addressed.

No.		Halaman
1	1.2 Agribusiness Study Program (Agricultural Economics), Faculty of Agriculture. Lambung Mangkurat University, Banjarbaru 70713, Indonesia. Email: <a href="mailto:hamdani342@ulm.ac.i">hamdani342@ulm.ac.i</a>	1
2	Figures 1 -4 according to our suggestions have been corrected, see page	3-7
3.	We have adapted the In-Text Citations format used to comply with journal regulations. We have also corrected the references according to the recommended references	1 – 10
4.	Format daftar REFERENSI kami sesuai dengan kaidah jurnal.seperti dilihat :	9-10

6. Anthony Robinson [revision.hrpub@gmail.com](mailto:revision.hrpub@gmail.com) ( 2023/Sept/15):

Dear Hamdani,

1. Please provide the basic data source for why demand has decreased while production has increased
2. Demand for saba bananas tends to increase because the average annual per capita consumption level is low and stable. namely 7.54 kg/capita/year 2016 then 30 kg/capita/year 2021 ?
3. Explain external and internal factors in more detail?
4. The role of scientific coverage
5. The meaning of contribution to science and Scientific impact?

Best Regards

Chloe Crawford

Editorial Assistant

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7. Hamdani : 15 November 2023 :  
 Anthony Robinson Editorial Assistant

Question	Should be (correction)	page
<p>Demand for saba bananas tends to increase because the average annual per capita consumption level is low and stable. namely 7.54 kg/capita/year 2016 then 30 kg/capita/year 2021</p>	<p>Demand for saba bananas, including , tends to increase because the average annual per capita consumption level is relatively high and stable. namely 7.54 kg/capita/year 2016 then 30 kg/capita/year 2021.[8,9]</p>	<p>1</p>
<p>Explain external and internal factors in more detail?</p>	<p>Methods : Table 3</p> <p>The present study was conducted at the primary hub of banana production in Seruyan Regency, Central Kalimantan Province. The data and information were collected through primary and secondary data collection methods. Primary data was collected through direct interviews with traders and selected banana farmers using questionnaires, while secondary data was obtained from relevant publications and agency reports.</p> <p>The selection of respondent farmers was carried out using multi-stage random sampling. Three groups of banana farmers were randomly chosen, and from each selected group, six farmers were randomly selected as respondents. The trader samples were selected through snowball sampling based on the interviews with the respondent farmers.</p> <p>The research applied several analytical approaches, such as examining the company environment scenario and using SWOT analysis. [19], Moreover, the application of AHP to formulate development strategies for the business is shown in Figure 1. Analyzing the business environment involves evaluating external and internal factors [20]. The analysis encompasses many external factors: physical (geo-spatial), technical, economic, social, legal, and market. The internal determinants explored encompassed the performance of farmers and farmer groups in both on-farm and off-farm endeavors, encompassing areas such as</p>	<p>3</p>
<p>The role of scientific coverage</p>	<p>the role of scientific coverage, the results of this research are: Dissemination of Technical Information: Improvement of Market Conditions, legal aspects</p>	<p>7-8</p>

The meaning of contribution to science	The meaning of contribution to science for farmers is as a lesson on how to increase revenue value for banana farmers through the marketing process	8-10
Scientific impact	Scientific impact, as a course for students or farmers or institutions that deal with marketing problems, especially bananas	1=10

8. Anthony Robinson revision.hrpublish@gmail.com ( 2023/Nov/15):

Dear Hamdani,

Your paper has been accepted for publication. Herewith attached is the Acceptance Letter.

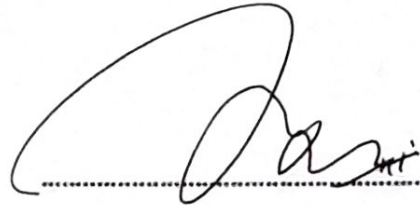
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([http://www.hrpublish.org/download/HRPUB\\_Publication\\_Agreement2023.pdf](http://www.hrpublish.org/download/HRPUB_Publication_Agreement2023.pdf)) and fill in the authors' names, manuscript title, manuscript ID and signature, then send a scanned version to us.

9. Hamdani (Thank You)

Banjarbaru , 16 November 2023

Penulis: Hamdani Utama



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Djoko Santoso

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