

POTENTIAL, PROSPECTS AND STRATEGIES FOR DEVELOPING SOYBEAN COMMODITIES (*glycine max* L) IN PANGKEP REGENCY

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BACKGROUND: Soybeans are a key food commodity after rice and corn, with high demand. Their downstream products are diverse and highly valuable, including feed, food, energy, and industrial raw materials. Consumption continues to rise in line with population growth, but domestic production has not been matched. Domestic soybean production was around 555,000 tons, while national demand reached 2.7 million tons (2023). This increase in consumption has resulted in increased soybean imports, with an average annual growth rate of 18.4%. Research Objectives: 1. To describe the potential of soybeans (land area, production, price, and productivity); 2. To analyze the prospects for soybeans (land area, production, price); 3. To analyze soybean development strategies.

METHOD: The research was conducted in Pangkep Regency from June to October 2025. The study population was all soybean farmers in Pangkep Regency. The sample size was 100 people due to the nearly homogeneous data. The sampling method used was Simple Random Sampling. Informants in this study were the Head and Staff of the Department of Agriculture and the Head of the Agricultural Extension Center. Data analysis methods are: descriptive, trend analysis and SWOT analysis.

RESULTS & DISCUSSION: The potential for soybeans in Pangkep Regency is declining. Land area, production, and productivity are declining. Prices fluctuate, initially increasing but declining in the last two years, despite increasing market demand year over year. The prospects for soybeans in Pangkep Regency are promising, with a trend of increasing planted area and production. Challenges such as price fluctuations and productivity require attention to technological efficiency, climate change, and price stability policies to ensure soybeans become a leading commodity. Soybean development in Pangkep Regency is supported by farmer experience and seed quality, but is hampered by limited technological knowledge. Training and mentoring are needed for this sector to develop optimally and sustainably. Describe results and discussions of the research briefly and clearly related to the variables.

CONCLUSION: 1. The potential for soybeans in Pangkep Regency is declining. Land area, production, and productivity are declining. Prices fluctuate.

2. The prospects for soybeans are promising due to increasing demand, coupled with increasing planting area and production. Challenges such as price fluctuations and productivity still require attention.

3. Soybean development in Pangkep Regency is supported by farmer experience and seed quality, but is hampered by limited technological knowledge. Training and mentoring are needed for this sector to develop optimally and sustainably.

KEYWORDS: Soybeans; Potential; Prospects; And Development Strategies