APPLE’S TRANSPORTATION TOOLS DESIGN
FOR AGROPOLITAN AREA
(case study in batu’s apple farm)

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Abstract

Apple fruit is a special product which has become a mainstay the city of Batu, with total production of 23.152 ton of apple fruit from 24.205 apple trees; those batu’s apple are distributed to Surabaya, Bali and Jakarta. The city of Batu itself have huge potention in agrobusiness industry in East Java area specialy for apple fruit cultivation. This can be seen from BPS data which shows the increasement of national apple production from 7.303.372 ton in the year 1984 become 9.046.276 ton in 1988 or have increased 17,5%. Beside its climate that support this apple fruit cultivation, Batu itself has appropriate infrastructure like roadways and telecommunication network that support the development this industry. But, the agrobusiness industry specialy for apple commodity in Batu has not been supported with the appropriate distribution system, which can preserve the quality of apple fruit itself. This can cause many of the apples fruit were damaged during distribution process.

In this transportation tools design for apple fruit, first we do benchmarking on the components of the distribution system that influence the apple quality. Those components includes the usage of appropriate cushion for agribusiness industry in the city of Batu, the application of the material for transportation package which can preserve the quality of the apples and also can endure the safety for the manual loading-unloading actifity.
The selection for the cushion material and transportation package based on the aspects of the effectiveness and efficiency of the transportation tools on the distribution system of the apples commodity.

This transportation tools design for apple fruit is a constitute from the previous transportation tools that is used on the distribution system for apple commodity in Batu. Especially for the optimalization of the transportation package, as well as the increment of the new function of the cushion to become a selling package which is not found on the previous product. In addition to preserve the quality of the apples fruit and decreasing the amount of the damaged apples during the distribution process, this product can also give more value on the apple commodity throughout a selling package for apple fruit which is ready to display and sell.

**Keyword:** Apple, cushion, transportation package, transportation tool.