

**PRESIDENT DIRECTOR OF PEROKIMIA GRESIK  
JOIN THE RED ONION HARVEST IN BREBES, PRODUCTIVITY 12 TON / HA**

Number : 07/SP/PG/II/2020  
Day & Date : Wednesday, February 12, 2020  
Place : Brebes – Central Java  
Event : Red Onion Harvest

President Director of Petrokimia Gresik, Rahmad Pribadi was joining red onion harvest in one of red onion producer center in Banjaranyar Village, Brebes District, Central Java, Wednesday (12/2). According to the recommendation of balance fertilization from Petrokimia Gresik, the productivity of red onion reached 12 tons/ha.

Rahmad Pribadi said that red onion is one of biggest national commodity in the type of and become commodity which contributing to the export balance.

“To maintain the productivity and increase the harvest it is needed quality fertilizer supply and right fertilization technique,” said Rahmad Pribadi.

Fertilizer Recommendation of Petrokimia Gresik for red onion plants in Brebes, including ZA (400 kg / ha), NPK (800 kg / ha), and organic fertilizer (2,000 kg / ha). While the habits of local farmers use Urea (200 kg / ha), ZA (100 kg / ha), SP-36 (100 kg / ha), subsidized NPK (300 kg / ha), commercial NPK (100 kg / ha), and organic fertilizer (500 kg / ha).

While based on data from the Central Statistics Institution (BPS) released in October 2019, the average productivity of red onion reaches 9.59 tons/ha. This means that the Petrokimia Gresik recommendation fertilizer can increase productivity as much as 2.41 tons/ton.

“This recommendation is an innovation of Petrokimia Gresik in helping red onion farmers increasing the productivity,” said Rahmad Pribadi.

Central Statistics Institution mention that red onion plants is type of vegetable with biggest productivity, that is 1,5 million tons/year from 156.779 fields. While the fields in Banjaranyar Village is 56 ha. Local farmers can plant red onion twice in a year.

“We hope his fertilizer recommendation can be duplicated by other farmers of red onion,” said Rahmad Pribadi

**Niche Market**

Meanwhile, on the same day Rahmad also visited a jasmine cultivation center in Tegal Regency, Central Java. This visit was the seriousness of Petrokimia Gresik in working on the floriculture market in realizing the hope of an agroindustry solution for sustainable agriculture.

According to Rahmad, floriculture special fertilizer is a potential market that has not been maximally utilized by Petrokimia Gresik or other fertilizer producers. In fact, the results of the visits to several places, including to Tegal Regency, indicate that the floriculture market is actually very potential for the penetration of Petrokimia Gresik commercial products.

Kramat District is a jasmine cultivation center in Tegal District that visited by Rahmad Pribadi. In total there are 200 hectares (ha) of fields that became jasmine cultivation, and 100 of them are located in Maribaya Village.

The average harvest of jasmine reaches 3 tons/ha. While the potential for peak harvest occurs in November-December or during the transition of the season from dry to rainy, the harvest can penetrate 5 tons/ha. In cultivation, farmers fertilize the plants every two weeks, using a formula for fertilizing Urea, Phonska, SP-36 and organic fertilizer.

"Jasmine cultivation is a market that is not expensive. They are expecting more maximum results. Suitable for the premium market. Petrokimia Gresik has the potential to fill the jasmine cultivation market," he said.

According to Rahmad, floriculture fertilizer is one of the media for Petrokimia Gresik to penetrate the niche market to support the transformation of the company's business. According to him, niche markets or markets that are very focused on a certain type or service should not be abandoned. Because it could be that the market provides huge profitability for the company.

This Floriculture market penetration is part of the Petrokimia Gresik business transformation strategy, one of which emphasizes segmenting and targeting efforts. Each segment will be penetrated with a particular brand, according to customer behavior.

"Floriculture is a premium market, the products we prepare must also be in accordance with their habits, so it is easy to be accepted," he explained.

PT Petrokimia Gresik

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