

**BENEFIT ANALYSIS AND THE COMPETITIVENESS OF
TOBACCO FARMING
IN THE DISTRICT OF BATANGHARI NUBAN
SUB-PROVINCE EAST LAMPUNG**

ABSTRACT

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This study aims to determine: (1) analyze the benefits of tobacco farming in the District of Batanghari Nuban, (2) Analyze the opportunity cost of land of different test before and afterfarming of tobacco at the Batanghari Nuban District , (3) Analyze the competitiveness of tobacco farming in the District Batanghari Nuban.

The study was conducted in November-December 2011. Samples in this study are members of farmer groups as many as 35 people are farming cultivates the study is tobacco. Method of data analysis in this study be descriptive and quantitative, using the analysis of farm profits R / C ratio and the analysis of competitiveness by Policy ANALISYS Matrix (PAM).

The results showed that: (1) R / C ratio above the cash cost and total cost are obtained for 3.67 and 2.76 with an advantage over the total cost of Rp. 31,840,014.64. R / C ratio obtained > 1 , then it can be said that tobacco farming profitable, (2) Income respondent farmers in land use for 1 year before tobacco farming Rp. 14,648,505.33 and income of the respondent farmers in land use for 1 year after tobacco farming Rp. 38,005,242.38, it can be said that the farmers be more profitable by using gadu season for tobacco farming, (3) of tobacco farming in the District of Batanghari Nuban have competitive and comparative advantages, the PCR value of 0.1625 and 0.1193, which means farming DRCR tobacco in the District of Batang Nuban highly competitive and viable to run, (4) the policy applied by the government is not is not protective againts tobbaoco output and input tradeable, EPC value is 0,73. Subsidy policy is only applied to the input tradeable, so as not to influence on the acceptance of tobbaocos farmers.

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