

ABSTRACT

ANALYSIS OF PROFITABILITY AND COMPETITIVENESS OF CASSAVA (*Manihot esculenta Crantz*) FARMING IN MARGA TIGA DISTRICT IN EAST LAMPUNG REGENCY

By

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The research was aimed to: (1) Analyze profitability of cassava farming in Marga Tiga District in East Lampung Regency. (2) Analyze competitive ability of cassava farming in Marga Tiga District in East Lampung Regency. (3) Analyze the impact of price changes on input and output of competitive advantage and comparative of cassava farming in Marga Tiga District in East Lampung Regency.

The research was on Desa Surya Mataram Village and Sukadana Baru Village Marga Tiga District in East Lampung Regency. This research used primer data from questionnaire and farmer interview and used secondary data, obtained from various literatures and some institutions. The respondents from this research are 47 of cassava farmers from simple random sampling. The data was analyzed by R/C ratio analysis, PAM Model (*Policy Analysis Matrix*) and sensitivity analysis .

The result showed that: (1) The cassava farming in Marga Tiga District in East Lampung Regency was profitable, that R/C ratio of total cost is 2,77 and R/C ratio of cost is 3,06, (2) The cassava farming in Marga Tiga District in East Lampung Regency had competitive ability (PCR = 0,26 and DRC = 0,23), (3) Decrease of output price and increase of input price is decreasing of competitive advantage and comparative , if the price of cassava decrease by more than or equal to 61%, then the cassava farms are not competitive.

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