

ABSTRAK

ANALISIS EFISIENSI PRODUKSI DAN PEMASARAN UBI JALAR (*Ipomoea batatas*) DI KABUPATEN LAMPUNG TENGAH

Oleh

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Penelitian ini bertujuan untuk : (1) menganalisis efisiensi penggunaan fungsi produksi usahatani ubi jalar di Kabupaten Lampung Tengah dan (2) menganalisis efisiensi pemasaran ubi jalar di Kabupaten Lampung Tengah. Penentuan lokasi penelitian dilakukan secara sengaja. Responden petani diambil secara acak sederhana dan responden lembaga pemasaran diambil dengan metode mengikuti alur pemasaran. Data yang digunakan meliputi data primer dan data sekunder. Responden penelitian terdiri dari 52 orang petani ubi jalar, 10 orang pedagang pengumpul, 5 orang pedagang besar, 12 orang pedagang pengecer I dan 2 orang pedagang pengecer II di Kabupaten Lampung Tengah. Data sekunder diperoleh dari berbagai literatur dan beberapa instansi, seperti BPS, Dinas Pertanian, dan instansi/lembaga terkait. Pengumpulan data dilaksanakan pada bulan April – Mei 2012. Metode analisis data meliputi analisis efisiensi produksi ubi jalar, dan analisis efisiensi pemasaran ubi jalar.

Hasil penelitian menunjukkan bahwa : (1) penggunaan fungsi produksi usahatani ubi jalar belum efisien. Dilihat dari uji-F faktor-faktor yang berpengaruh nyata terhadap produksi usahatani ubi jalar adalah pupuk kandang (X_4), pupuk KCl (X_5), pupuk NPK (X_6), pupuk SP-36 (X_7), dan HOK (X_{10}), sedangkan bibit dan luas lahan (X_{21}), pestisida regen (X_8) dan pestisida furadan (X_9) tidak berpengaruh nyata dan proses produksi berada pada daerah *Increasing return to scale*. Secara teknik usahatani ubi jalar sudah cukup efisien yaitu sebesar 73,57 persen, sehingga petani hanya perlu meningkatkan potensi sebesar 26,43 persen. (2) sistem pemasaran ubi jalar belum efisien, jika dilihat dari (a) struktur pasar yang terbentuk adalah oligopsoni, (b) perilaku pasar petani, yaitu sistem pembayaran dilakukan secara tunai dan melalui proses tawar-menawar, (c) keragaan pasar, yaitu terdapat empat saluran pemasaran, (d) nilai pangsa produsen dibawah 70 persen, (e) margin pemasaran dan RPM penyebarannya tidak merata, (f) elastisitas transmisi harga bernilai 0,69 ($E_t < 1$) yang menunjukkan bahwa pasar yang terjadi adalah tidak bersaing sempurna.

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ABSTRACT

ANALYSIS OF PRODUCTION AND MARKETING EFFICIENCY OF SWEET POTATO (*Ipomoea batatas*) IN CENTRAL LAMPUNG REGENCY

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The research was aimed to : (1) analyze the efficiency of the usage of production function of sweet potato in Central Lampung regency and (2) analyze the efficiency of the marketing of sweet potato in Central Lampung regency. The location was determined purposively. Seed breeder respondents taken by simple random sampling and marketing channels respondents taken by flow of marketing method. Data consist of primary and secondary data. The respondents consisted of 52 sweet potato farmers, 10 traders, 5 wholesalers, 12 retailers I and 2 II retailers in Central Lampung regency. Secondary data were obtained from various literatures and some institutions, such as the Central Bureau Statistic, Department of Agriculture, and other institutions. Data were collected in April – May 2012. Data analysis methods include the analysis of sweet potato production efficiency and efficiency marketing analysis of sweet potato.

The results showed that: (1) the production functions use of sweet potato has not efficient. By using the F-test, factors that significantly affected the production of sweet potato farming were manure (X4), KCl (X5), fertilizer NPK (X6), SP-36 (X7), and HOK (X10), while seedlings and land area (X21), pesticides reagent (X8) and the pesticide Furadan (X9) had no significant effect and the production process was in the region of increasing returns to scale. Sweet potato farming technique was efficient in the amount of 73.57 percent, so farmers have to increase their is potential for only 26.43 percent. (2) the marketing systems of sweet potato had not efficient yet, because (a) the market structure that was formed was oligopsoni, (b) the behavior of the farmers market, the system of payments made in cash and through the bargaining process, (c) market variability, ie there were four marketing channels, (d) the value of the share manufacturers below 70 percent, (e) marketing margins and uneven distribution RPM, (f) elasticity of price transmission was 0.69 ($E_t < 1$) indicating that the market did not compete perfectly.

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