

## ABSTRAK

### ANALISIS DAYA SAING PRODUK BENIH PADI HASIL PROGRAM PENGEMBANGAN INDUSTRI BENIH (PIIB) UNIVERSITAS LAMPUNG DI PROVINSI LAMPUNG

Oleh

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Penelitian ini bertujuan untuk : (1) Mengetahui faktor-faktor yang menyebabkan konsumen benih padi (petani) termotivasi untuk menggunakan benih padi hasil program pengembangan industri benih Universitas Lampung. (2) Mengetahui daya saing produk benih padi hasil pengembangan industri benih Universitas Lampung di Provinsi Lampung.

Pemilihan lokasi dilakukan secara sengaja. Data yang digunakan meliputi data primer dan data sekunder. Data primer diperoleh dari responden melalui wawancara serta pengisian kuisioner. Responden penelitian terdiri dari produsen benih PPIB UNILA, manager pemasaran PT. Andall Hasa Prima, kios-kios pertanian di Lampung Tengah, dan petani pengguna benih padi PPIB UNILA di Lampung Tengah. Data sekunder diperoleh dari berbagai literatur serta laporan dan publikasi beberapa instansi seperti BPS, Dinas Pertanian dan instansi terkait lainnya. Pengumpulan data dilaksanakan pada bulan Juli dan Agustus 2010. Analisis yang dilakukan meliputi analisis faktor dan analisis daya saing produk. Analisis daya saing produk dilakukan dengan menggunakan rumus daya saing dilengkapi dengan analisis organisasi pasar.

Hasil penelitian menunjukkan bahwa : (1) Faktor-faktor yang menyebabkan konsumen (petani) termotivasi dan lebih memilih untuk menggunakan benih padi PPIB UNILA adalah potensi hasil produksi, kualitas benih, ketahanan terhadap hama dan penyakit, serta pengaruh promosi. (2) Produk benih padi PPIB UNILA yang dipasarkan oleh PT. Andall Hasa Prima di Provinsi Lampung berdaya saing tinggi dengan nilai DS sebesar 1,34. Berdasarkan analisis pasar, struktur pasar benih padi PPIB UNILA di Kabupaten Lampung Tengah adalah oligopoli, dilihat dari perilaku pasar PPIB UNILA hanya memproduksi benih padi sesuai dengan permintaan pasar dan harga jual benih padi ditetapkan berdasarkan biaya produksi, harga pesaing, dan kebijakan pedagang, dan keragaan pasar menunjukkan bahwa benih padi PPIB UNILA yang dipasarkan dengan merk dagang Hasa *Seed* memiliki dua saluran pemasaran dengan pangsa produsen yang relatif kecil dan rasio *profit margin* yang tidak merata antar lembaga pemasaran.

Kata Kunci : benih padi, PPIB UNILA, daya saing

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## **ABSTRACT**

### **ANALYSIS THE COMPETITIVENESS OF PRODUCT OF PADDY SEED OF RESULT OF INDUSTRIAL DEVELOPMENT PROGRAM OF SEED LAMPUNG UNIVERSITY IN PROVINSI LAMPUNG**

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This research purpose was aimed to: ( 1) knowing factors causing consumer of paddy seed ( petani) motivated to use the paddy seed of result of industrial development program of seed Lampung University. ( 2) Knowing competitiveness of product of paddy seed of result of industrial development program of seed Lampung University in Provinsi Lampung.

The selection of location is done intentionally and technique of intake sampel is done by using the method of snow ball. Data used consist of primary and secondary data. Primary data was collected from responder by interviews and also admission filling of questionnaire by research responder consisted of the producer of seed of PPIB UNILA, marketing manager PT. Andall Hasa Prima, agriculture kiosk in Central of Lampung, and farmer of consumer of seed of paddy of PPIB UNILA in Central of Lampung. Secondary data were obtained from various literature and also report and publicizing of some institution such as the BPS and the Department of Agriculture. Data collecting was conducted in July and August 2010. Analysis was conducted on the factor analysis, analyse the product competitiveness, and market analysis.

The results showed that: ( 1) Factors causing consumer ( petani) motivated and more opting to use the seed of paddy of PPIB UNILA is yield up the ghost potency, seed quality, resilience to pest and disease, and also promotion influence. ( 2) Product of seed of paddy of PPIB UNILA marketed by PT. Prima Andall Hasa in Provinsi Lampung highly competitive with the value DS of equal to 1,34. Pursuant to market analysis, structure of market of seed of paddy of PPIB UNILA in Regency Central of Lampung is oligopoly. In seeing from market conduct, PPIB UNILA only produce the paddy seed as according to request of market and price sell the paddy seed specified by pursuant to production cost, competitor price, and merchant policy. Is seen from market performance, seed of paddy of PPIB UNILA marketed with the trade mark of Hasa Seed own two marketing channel with the produsen share which relative minimize and ratio of profit margin which do not flatten to usher the marketing institute.

Keywords : paddy seed, PPIB UNILA, competitiveness