

## ABSTRAK

### ANALISIS KELAYAKAN EKONOMI DAN DAYA SAING USAHATANI KAKAO DI KABUPATEN LAMPUNG TIMUR

Oleh

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Penelitian bertujuan untuk: (1) menganalisis kelayakan ekonomi usahatani kakao di Kabupaten Lampung Timur, (2) menganalisis sensitivitas usahatani kakao di Kabupaten Lampung Timur terhadap perubahan biaya produksi, harga jual kakao, dan jumlah produksi, dan (3) menganalisis daya saing usahatani kakao di Kabupaten Lampung Timur.

Penelitian dilakukan di Desa Bandar Agung dan Desa Sadar Sriwijaya Kecamatan Bandar Sribhawono Kabupaten Lampung Timur. Pengambilan sampel petani kakao dilakukan secara acak sederhana (*simple random sampling*), dengan jumlah 53 orang dari 2100 populasi petani kakao. Metode analisis data yang digunakan adalah NPV (*Net Present Value*), IRR (*Internal Rate Return*), *Net B/C*, *Gross B/C*, dan Pp (*Payback period*) untuk kelayakan ekonomi dan PAM (*Policy Analysis Matrix*) untuk daya saing.

Hasil penelitian menunjukkan bahwa: (1) usahatani kakao di Kabupaten Lampung Timur secara ekonomi menguntungkan dan layak untuk dikembangkan, dengan nilai NPV Rp 87.981.381,60, IRR 66,8%, *Net B/C* 4,33, *Gross B/C* 1,95, dan *Payback period* 4,48 tahun, (2) peningkatan biaya produksi sebesar 7%, penurunan harga jual sebesar 11%, penurunan produksi sebesar 11%, dan gabungan antara peningkatan biaya produksi sebesar 7%, penurunan produksi sebesar 11%, serta kenaikan harga jual sebesar 28% secara ekonomi tetap memberikan keuntungan terhadap usahatani kakao di Kabupaten Lampung Timur, dan (3) usahatani kakao di Kabupaten Lampung Timur memiliki keunggulan kompetitif dan komparatif, dengan nilai PCR sebesar 0,51 dan DRC sebesar 0,41, yang berarti bahwa usahatani kakao di Kabupaten Lampung Timur mempunyai daya saing tinggi.

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## **ABSTRACT**

### **ANALYSIS OF ECONOMIC FEASIBILITY AND COMPETITIVENESS OF COCOA FARMING IN EAST LAMPUNG REGENCY**

**by**

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The objectives of research were to: (1) analyze the economic feasibility of cocoa farming in East Lampung Regency, (2) analyze the sensitivity of cocoa farming in East Lampung Regency to changes in production costs, prices, and the amount of production, and (3) analyze the competitiveness of cocoa farming in East Lampung Regency.

This research was conducted in Bandar Agung Village and Sadar Sriwijaya Village of Bandar Sribhawono District, East Lampung Regency. Sampling technique used to select cocoa farmers was simple random sampling that took 53 men from the 2100 populations of cocoa farmers. The methods of analyses were NPV (Net Present Value), IRR (Internal Rate Return), Net B/C, Gross B/C, and Pp (payback period) for the economic feasibility and PAM (Policy Analysis Matrix) for competitiveness.

The results showed that: (1) cocoa farming in East Lampung Regency was economically profitable and feasible to be developed, with a value NPV of 87.981.381,60 rupiah, IRR of 66,8%, Net B/C 4,33, Gross B/C 1,95, and payback period of 4,48 year, (2) the increase of production costs was 7 %, the decrease of selling price was 11%, the decrease of production was 11 %, and the total increase of production costs was 7 %, the decrease of production was 11%, and the increase of selling price was 28%, all of which were economically still provide benefit to the cocoa farms in East Lampung Regency, and (3) cocoa farming in East Lampung Regency have competitive and comparative advantage, with the value of 0.51 PCR and DRC of 0.41, cocoa farming in East Lampung Regency have elevated level of competitiveness.

**Keywords:** economic feasibility, competitiveness, cocoa