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 sample 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. Andal 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 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 producen share which relative minimize and ratio of profit margin which do not flatten to usher the marketing institute.

Keywords: paddy seed, PPIB UNILA, competitiveness

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