

ABSTRAK

ANALISIS DAYA SAING DAN MUTU KOPI DI KECAMATAN SUMBERJAYA KABUPATEN LAMPUNG BARAT

Oleh

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Penelitian ini bertujuan untuk mengetahui daya saing dan mutu kopi di Kecamatan Sumberjaya Kabupaten Lampung Barat. Penelitian dilaksanakan di Desa Tugusari Kecamatan Sumberjaya Kabupaten Lampung Barat. Sampel diambil sebanyak 71 orang dari populasi yang berjumlah 848 orang dengan metode acak sederhana (*simple random sampling*). Daya saing kopi dianalisis dengan metode *Policy Analysis Matrix* (PAM), sedangkan mutu kopi dianalisis dengan membandingkan mutu kopi dengan standar GMP (*Good Manufacturing Practice*), yaitu ICO 407 dan SNI 01-2907-2008.

Hasil penelitian menunjukkan bahwa (1) usahatani kopi di Kecamatan Sumberjaya Kabupaten Lampung Barat mempunyai keunggulan kompetitif dan komparatif yang ditunjukkan oleh nilai PCR dan DRGR sebesar 0,83 dan 0,35, (2) mutu biji kopi yang dihasilkan sesuai standar GMP, yaitu petik merah, sortasi dengan memisahkan buah kopi dari kayu, dan kotoran lainnya serta dikelompokkan berdasarkan warna buah, pengolahan dengan cara pengolahan kering, pengemasan dengan karung bersih, kondisi baik, kondisi kering sempurna diberi label SNI oleh PT Nestle, dan penggudangan di gudang khusus.

Kata Kunci : komparatif, kompetitif, dan GMP (*Good Manufacturing Practice*)

ABSTRACT

ANALYSIS OF COMPETITIVENESS AND QUALITY OF COFFEE DISTRICT SUMBERJAYA WEST LAMPUNG REGENCY

By

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This study aims to determine the competitiveness and quality of coffee in the District Sumberjaya West Lampung regency. The research was conducted in the village Tugusari Sumberjaya Subdistrict West Lampung regency. The sampling simple random sampling was 71 farmers out of 848 farmers. The competitiveness of the coffee was analyzed by the Policy Analysis Matrix (PAM), the quality of the coffee was analyzed by comparing ICO 407 and SNI 01-2907-2008 as a part of GMP (Good Manufacturing Practice).

The results showed that (1) coffee farm in the district of West Lampung Sumberjaya has competitive and comparative advantage indicated by the PCR and DRCCR of 0,83 and 0,35, (2) the quality of the coffee beans are produced according to GMP standards, that the quotation red, sortation by separating the cherries out of wood and other debris as well as grouped by the color of the fruit, processing by dry processing, packaging with sacks of clean, good condition, dry conditions perfect, labeled SNI by PT Nestle, and storage in a special warehouse.

Keywords: comparativeness, competitiveness, and GMP (Good Manufacturing Practices)
