

ABSTRACT

Performance of Chips Agroindustry Recipients and Non-Recipients Partnership Program and Community Development (PKBL) Credit of PT Perkebunan Nusantara VII in Sentra Industri Keripik Bandar Lampung

By

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This study aims at analyzing (1) the agroindustrial performance including raw material's procuring, processing, marketing, profit, productivity, and capacity between credit recipients and non-recipients of PKBL PTPN VII, and (2) the effectiveness of PKBL PTPN VII in delivering program at Sentra Industri Keripik Bandar Lampung. This study used a case study method, with respondents consisted of 32 chips industries both producers and traders in Sentra Industri Keripik Bandar Lampung. The study showed that (1) the performance of agroindustry credit recipients and non-recipients in this study are profitable. In the form of procuring raw materials, agroindustry credit recipients meet the six raw material's procurement aspect, while the agroindustry non-recipients there is one component, ie: quantity aspect doesn't meet the procurement. The differences in processing chips on agroindustry credit recipients and non-recipients in this study are at the stage of frying and draining. Marketing channel of agroindustry credit recipients include two channels, directly to consumers and through retailers, while the agroindustry non-recipients only sell product directly to consumers. The profit of agroindustry credit recipients is higher than agroindustry non-recipients one. Based on productivity, the performance of agroindustry credit recipients and non-recipients are in good category. Based on capacity, the performance of agroindustry credit recipients of PKBL is in good category with 59 percent capacity. Agroindustry non-recipients is in good category with 50 percent capacity. (2) In terms of realization and achievement to the overall objectives, program PKBL PTPN VII was effective. The highest effectiveness of the program was Education and Training program.

Key words: agroindustry, effectiveness, performance, program

ABSTRAK

KINERJA AGROINDUSTRI KERIPIK PENERIMA DAN BUKAN PENERIMA KREDIT PROGRAM KEMITRAAN BINA LINGKUNGAN (PKBL) PT PERKEBUNAN NUSANTARA VII DI SENTRA INDUSTRI KERIPIK BANDAR LAMPUNG

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Penelitian ini bertujuan untuk menganalisis (1) kinerja agroindustri keripik (pengadaan bahan baku, pengolahan, pemasaran, keuntungan, produktivitas dan kapasitas) antara penerima dan bukan penerima kredit modal PKBL PTPN VII, dan (2) efektivitas program PKBL PTPN VII di Sentra Industri Keripik Bandar Lampung. Penelitian ini menggunakan metode studi kasus dengan jumlah responden 32 pelaku usaha keripik baik produsen maupun pedagang di Sentra Industri Keripik Bandar Lampung. Hasil penelitian menunjukkan bahwa (1) unit usaha agroindustri keripik baik penerima maupun bukan penerima kredit modal PKBL PTPN VII merupakan unit usaha yang menguntungkan. Kegiatan pengadaan bahan baku pada agroindustri keripik penerima kredit modal PKBL PTPN VII sudah tepat, sementara pada agroindustri keripik bukan penerima kredit terdapat satu komponen yang belum tepat yaitu kuantitas. Dari sisi pengolahan hasil, terdapat perbedaan yang terletak pada tahap penggorengan dan penirisan. Dari sisi pemasaran, pada agroindustri keripik penerima kredit modal PKBL dilakukan melalui dua saluran yaitu langsung kepada konsumen dan melalui pedagang pengecer, sedangkan agroindustri keripik bukan penerima kredit modal PKBL menjual produknya secara langsung kepada konsumen. Agroindustri keripik penerima kredit modal PKBL PTPN VII memiliki keuntungan usaha yang lebih tinggi dibandingkan agroindustri keripik bukan penerima kredit modal. Produktivitas agroindustri keripik penerima kredit modal PKBL sudah berkinerja baik dengan kapasitas sebesar 59 persen. Produktivitas agroindustri keripik bukan penerima kredit modal sudah berkinerja baik dengan kapasitas sebesar 50 persen, (2) Berdasarkan tingkat realisasi dan ketercapaian tujuan program secara keseluruhan, program PKBL PTPN VII di Sentra Industri Keripik Bandar Lampung dikatakan efektif. Program yang paling tinggi efektivitasnya adalah program Pendidikan dan Pelatihan.

Kata kunci: agroindustri, efektivitas, kinerja, program