

ABSTRAK

ALOKASI FAKTOR PRODUKSI DAN SISTEM PEMASARAN PADI ORGANIK DI KABUPATEN LAMPUNG TENGAH

Oleh

Chindy Yulianti Putri

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi produksi padi organik, mengetahui tingkat efisiensi produksi padi organik, mengetahui rantai pemasaran beras organik, dan mengetahui prospek keberlanjutan program padi organik setelah proyek bantuan selesai. Penelitian dilakukan di Kabupaten Lampung Tengah pada bulan Maret-Mei 2018. Sampel penelitian ini terdiri dari 32 petani padi organik dengan metode sensus. Data dianalisis dengan metode fungsi produksi Cobb-Douglas, fungsi produksi *frontier*, dan metode S-C-P (*Structure, Conduct, Performance*). Hasil penelitian ini menunjukkan prospek keberlanjutan program dengan metode SRI tidak berhasil dilaksanakan dan faktor-faktor yang mempengaruhi produksi padi organik adalah benih dan pupuk kompos. Berdasarkan hasil penelitian, petani di Kabupaten Lampung Tengah dari tahun ke tahun selalu mengalami penurunan, sehingga berpengaruh pada tingkat efisiensi usahatani. Nilai efisiensi teknis yang diperoleh adalah 86,21% dan nilai $\sum b_i \neq 1$, sehingga usahatani yang dilakukan belum efisien. Padi organik pada lokasi penelitian dipasarkan dari petani disalurkan ke kelompok tani dan langsung ke konsumen. Nilai RPM yang diperoleh yaitu sebesar 3,74%.

Kata kunci : efisiensi, padi organik, pemasaran, produksi

ABSTRACT

THE PRODUCTION FACTOR ALLOCATION AND MARKETING SYSTEM OF ORGANIC RICE IN CENTRAL LAMPUNG REGENCY

By

Chindy Yulianti Putri

This research aims to analyze the factors that affect organic rice production, determine the level of efficiency of organic rice production, find out the marketing chain of organic rice and the prospects for sustainability of the organic rice program after the assistance project was completed. The research was conducted in Central Lampung Regency on March-May 2018. The research sample consisted of 32 organic rice farmers using the census method. Data were analyzed by Cobb-Douglass production function method, frontier production function, and S-C-P (Structure, Conduct, Performance) method. The results of this research showed that the prospect of the sustainability of the program with the SRI method was not successfully implemented and the factors that affected the organic rice production were seeds and compost fertilizer. Based on the results of the research, farmers in Central Lampung Regency from year to year have always experienced a decline, which has an effect on the level of farming efficiency. The value of technical efficiency obtained was 86.21% and the value of $\sum b_i \neq 1$, so that farming has not been efficient. Organic rice at the research site was marketed from farmers to farmers groups and directly to consumers. The RPM value obtained was equal to 3.74%.

Key words : efficiency, marketing, production, organic rice