

COMPETITIVENESS ANALYSIS AND STRATEGIES FOR INCREASING SUGAR PRODUCTION THROUGH ACCELERATION PROGRAM IN KABUPATEN LAMPUNG UTARA

By

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Abstract

This research aims to: (1) Analyze the income of sugarcane farmers after the sugarcane accelerated program in Kabupaten Lampung Utara. (2) Analyze the competitiveness of the sugarcane farming after the sugarcane accelerated program in Kabupaten Lampung Utara. This research was conducted in Kabupaten Lampung Utara. The research was conducted on May-June 2012, data used in this study are primary data and secondary data. Primary data is data taken from interviews with respondents and secondary data is taken from the appropriate institutions. The method used in determining the sample in this study is a random sampling method. Analysis that used to process the data in this study is the analysis of income and PAM analysis (Policy Analysis Matrix).

The results of the research can be summarized as follows: (1) Profit of sugarcane farmers in Kabupaten Lampung Utara after sugarcane acceleration program based on total cost benefit from the first year of sugarcane farming until fourth year respectively Rp8.595.425,62, Rp16.147.983,33, Rp17.581.008,76 dan Rp18.991.626,67 with the R / C ratio on the total cost obtained in sugarcane farming ranging from first year to fourth year in Kabupaten Lampung Utara is 1,72, 2,52, 2,37 dan 2,29. (2) The competitiveness of sugarcane farming in Kabupaten Lampung Utara after sugarcane accelerated program can be seen from the PCR value 0,59 and the DRC value 0,82. (3) Based on qualitative analysis that has been done, there are ten priority development strategy sugarcane farming in Kabupaten Lampung Utara, five main strategies include: (a) develop the potential of the existing sugarcane farming area, because they need to achieve self-sufficiency in sugarcane, additional planting area outside the island Java is needed; (b) the government needs to establish policies that governing the right time in import and more strict about importing sugar into the industry; (c) conduct outreach regarding the processing of sugarcane byproducts to be optimal for an additional income of farmers and increase the amount of land for the cultivation of sugarcane which is increasingly limited; (d) the government should further supervise the import quota for refined sugar and disciplined illegal sugar mills importirs; (e) establish a partnership with a sugar factory and establish programs that continue to support the improvement of the production of sugarcane such as a program to help farmers to get sugarcane inputs through the mill.

Key Word: PMUK, Sugarcane Competitiveness, SWOT, Kabupaten Lampung Utara.

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