

ABSTRACT

ANALYSIS OF TECHNICAL EFFICIENCY, INCOME AND MARKETING OF CASSAVA IN THE MIDDLE LAMPUNG REGENCY

By

Fadhlina Sosiawati

This study aimed to analyze : (1) technical efficiency of cassava farming, (2) determine the factors that influenced technical efficiency, (3) determine the amount of cassava farming, (4) marketing efficiency of cassava, (5) Supply chain management of cassava in the Lampung Province. The research was carried out in the Middle Lampung Regency in June - in July 2014. The location of the research was carried out in the Subdistrict of Bandar Mataram and Subdistrict of Terusan Nyunyai that were taken deliberately as production centres of cassava in the Middle Lampung Regency. The total of respondents of 99 cassava farmers were selected using simple random sampling. The sample of the trader was obtained by using the technique snowball sampling. The first purpose was answered by using frontier production function, the second purpose using multiple linear regressing analysis and the third purpose was answered by using income analysis, the fourth purpose marketing efficiency, the fifth purpose the analysis of the supply chain management. Results of the research showed that (1) Cassava farming in Middle Lampung Regency was not technically efficient with the technical efficiency of 72.6 %, (2) the factors that significantly influence the technical efficiency of cassava farming in Middle Lampung Regency were cassava farming the age, the area of the land, and the experience farming, (3) cassava farming in Middle Lampung Regency was profitable with the R/C value of 2.09 and income of Rp. 11.745.714,33/ha, (4) cassava marketing system in Middle Lampung Regency has transmission elasticity of 0,96 ($ET < 1$), that the structure of the market of cassava in Middle Lampung Regency is formed is not perfectly competitive, that there is a power marketing system so oligopsoni manioc in Middle Lampung Regency lasts is inefficient. (5) the management of the chain of the supplier of cassava in the Middle Lampung Regency has been good, was seen from the perpetrators of the chain of the supplier that played a role that is the cassava farmer and the tapioca factory who had partnership relations with the chain channel of the supplier that was short that is the cassava farmer that immediately sold to the tapioca factory.

Keywords : Technical efficiency, the income, supply chain, cassava