ABSTRACT

THE EFFICIENCY ANALYSIS AND DEVELOPMENT STRATEGIES OF CASSAVA FARMING IN MENGGALA SUBDISTRICT OF TULANG BAWANG REGENCY

By

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The purpose of this study was to determine the level of efficiency and design development strategies that more appropriate for cassava farming. This study was conducted in two villages, namely Ujung Gunung Ilir Village and Kagungan Rahayu Village of Menggala Subdistrict of Tulang Bawang Regency. This study uses census method involving 91 cassava farmers in the two villages. The method of analysis in this study are the analysis of technical efficiency, price efficiency, economic efficiency, and SWOT analysis. The results of the analysis of technical efficiency, price efficiency, and economic efficiency were as follows: 0.742; 7.457; and 5.538. This indicated that the farm was technically inefficient, inefficient prices, and economically inefficient. The design of new strategies to develop this farm were: increasing production to fill the demand of tapioca and biofuel industry, optimizing the advanced mindset and environmental friendly, increasing economic activity for the welfare, improving the infrastructure to repair farm roads, and working efficiency to increase the competitiveness.

Keywords: cassava farming, development strategy, SWOT analysis