

ABSTRACT

ANALYSIS OF COMPETITIVENESS AND MARKETING EFFICIENCY OF CASSAVA IN SOUTH LAMPUNG

By

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This study aimed to analyze the feasibility, the competitiveness, the impact of government policies on input and output (divergence), the sensitivity, and the marketing efficiency of cassava at South Lampung. This study was conducted by using a survey method. The research location was determined at Jati Agung and Tanjung Bintang because these locations have the largest cassava's harvest area and production at South Lampung. The farmers respondents were 64 farmers, selected by simple random sampling method, 8 cassava shelled collectors and 1 tapioca industry, selected by snowball sampling method. Data collection was carried out in August-September 2022. The feasibility of farming analyzed by using R/C method, the competitiveness and the divergence analyzed by using PAM (Policy Analysis Method), the sensitivity analyzed by looking at the transformation of the input and output, and the marketing efficiency analyzed by market structure, behavior, and performance indicators. The result showed that the cassava farming was feasible, profitable, and has competitiveness. The divergence did not reach the target due to the low selling price of cassava that was caused by an oligopsony market structure, it reduced farmer's revenue which caused losses for farmers, and the production costs paid by farmers were greater than the profits earned. The competitiveness of cassava is sensitive to a decrease in cassava production and a decrease in cassava prices. However, it is not sensitive to an increase in fertilizer price and a decrease in cassava production, an increase in fertilizer price, a decrease in cassava price simultaneously. There were 2 marketing channels that were tend efficient. Marketing channel II is the most efficient channels compared to marketing channel I.

Keywords : cassava, divergence, marketing efficiency, PAM

ABSTRAK

ANALISIS DAYA SAING DAN EFISIENSI PEMASARAN UBI KAYU DI KABUPATEN LAMPUNG SELATAN

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Tujuan penelitian ini adalah menganalisis kelayakan usaha tani, daya saing, dampak kebijakan pemerintah terhadap *input* dan *output* ubi kayu (divergensi), sensitivitas, dan efisiensi pemasaran ubi kayu di Kabupaten Lampung Selatan. Penelitian ini dilakukan dengan metode survei. Lokasi penelitian ditetapkan di Kecamatan Jati Agung dan Kecamatan Tanjung Bintang secara sengaja karena lokasi ini mempunyai luas areal panen ubi kayu dan jumlah produksi ubi kayu terbesar di Kabupaten Lampung Selatan. Jumlah responden petani sebanyak 64 orang yang diambil berdasarkan metode acak sederhana, 8 pedagang pengumpul dan 1 pabrik tepung tapioka yang diambil berdasarkan metode *snowball sampling*. Pengumpulan data dilakukan pada bulan Agustus-September 2022. Kelayakan usaha tani dianalisis menggunakan metode R/C, daya saing dan divergensi dianalisis menggunakan PAM (*Policy Analysis Method*), sensitivitas dianalisis dengan melihat perubahan terhadap *input* dan *output*, serta efisiensi pemasaran dianalisis menggunakan indikator struktur, perilaku, dan keragaan pasar. Hasil penelitian menunjukkan usaha tani ubi kayu layak, menguntungkan, serta memiliki keunggulan kompetitif dan komparatif. Divergensi terhadap *input* dan *output* ubi kayu tidak mencapai sasaran karena harga jual ubi kayu rendah yang disebabkan oleh struktur pasar oligopsoni, penerimaan berkurang yang menyebabkan kerugian bagi petani, dan biaya yang dibayarkan petani lebih besar dari keuntungan petani. Daya saing usaha tani ubi kayu peka terhadap penurunan produksi ubi kayu dan penurunan harga ubi kayu. Namun tidak peka terhadap kenaikan harga pupuk dan penurunan produksi ubi kayu, kenaikan harga pupuk, penurunan harga ubi kayu secara simultan. Terdapat 2 saluran pemasaran yang cenderung efisien. Saluran pemasaran II merupakan saluran yang paling efisien dibandingkan dengan saluran pemasaran I.

Kata kunci : efisiensi pemasaran, divergensi, PAM, ubi kayu