

ABSTRACT

MELON AGRIBUSINESS SYSTEM BASED ON SMART FARMING IN SOUTH LAMPUNG DISTRICT (CASE STUDY IN MATHLA'UL ANWAR ALHAMID GREEN HOUSE CINTA MULYA VILLAGE CANDI PURO DISTRICT)

By

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Melon is one of the short-lived plants with a harvest time of only 60 days. This study aims to determine the provision of production and cultivation, post-harvest and marketing facilities, the role of supporting institutions, as well as smart farming-based melon farming income in Cinta Mulya Village, Candi Puro District, South Lampung Regency. This research uses case study method. Data collection from respondents used a questionnaire and direct interviews with the person in charge of Green House Melon belonging to the Mathla'ul Anwar A-lhamid Islamic Boarding School. The research location was conducted in Cinta Mulya Village, Candi Puro District, South Lampung Regency. Data collection was carried out from April to May 2022 using purposive sampling. Research data were analyzed descriptively using the method of agribusiness system and farming feasibility. Based on the research results, the availability of Green House melon production facilities is well fulfilled. After the harvest, Green House's melon farming goes through a sorting stage into 3 grades, namely grades A, B, and C. The total income of the Green House melon farming owned by the Mathla'ul Anwar Alhamid Islamic Boarding School in the first, second and third planting seasons is IDR 80,874,000.00. Green House's melon farming only has two marketing channels, namely selling directly to consumers, and selling it through supermarkets and stores to consumers. The supporting institution for Green House melon farming is the Islamic boarding school business union cooperative (KSBP) which is managed directly by Bank Indonesia (BI).

Keyword: agribusiness system, green house, melon, smart farming.

ABSTRAK

SISTEM AGRIBISNIS MELON BERBASIS *SMART FARMING* DI KABUPATEN LAMPUNG SELATAN (STUDI KASUS PADA *GREEN HOUSE* PONDOK PESANTREN MATHLA'UL ANWAR ALHAMID DESA CINTA MULYA KECAMATAN CANDI PURO)

Oleh

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Melon termasuk sebagai salah satu tanaman yang berusia pendek dengan waktu panen hanya 60 hari. Penelitian ini bertujuan untuk mengetahui penyediaan sarana produksi dan budidaya, pasca panen dan pemasaran, peran lembaga penunjang, serta pendapatan usahatani melon berbasis *smart farming* di Desa Cinta Mulya, Kecamatan Candi Puro Kabupaten Lampung Selatan. Penelitian ini menggunakan metode studi kasus. Pengambilan data dari responden menggunakan kuesioner dan wawancara langsung dengan penanggung jawab *Green House* melon milik Pondok Pesantren Mathla'ul Anwar Alhamid. Lokasi penelitian dilakukan di Desa Cinta Mulya, Kecamatan Candi Puro Kabupaten Lampung Selatan. Pengumpulan data dilakukan pada bulan April hingga Mei 2022 dengan menggunakan *purposive sampling*. Data penelitian dianalisis secara deskriptif kualitatif dan kuantitatif dengan menggunakan sistem agribisnis dan pendapatan agribisnis melon. Berdasarkan hasil penelitian, ketersediaan sarana produksi *Green House* melon terpenuhi secara baik. Pasca panen usahatani melon *Green House* melewati tahap sortasi menjadi 3 *grade* yaitu *grade A*, *B*, dan *C*. Total Pendapatan usahatani melon *Green House* milik Pondok Pesantren Mathla'ul Anwar Alhamid pada musim tanam I, II, dan III pertahun sebesar Rp 80.874.000,00. Usahatani melon *Green House* hanya memiliki dua saluran pemasaran yaitu dijual langsung kepada konsumen, dan produsen → swalayan → toko → konsumen. Lembaga penunjang usahatani melon *Green House* adalah koperasi serikat bisnis pesantren (KSBP) yang dikelola langsung oleh Bank Indonesia (BI).

Kata kunci: *green house*, melon, sistem agribisnis, *smart farming*