

ABSTRACT

THE ANALYSIS SYSTEM AGRIBUSINEES COFFEE IN DISTRICT AIR NANINGAN TANGGAMUS REGENCY

By

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This research is to analyze procurement of production facilities, financial feasibility of farming and processing, added value of processed coffee products, marketing channels and margins, supporting services, coffee agribusiness system index. The research locations in Karang Sari village and Sidomulyo, Air Naningan district, used the survey method in May-July 2022. Respondents included 41 certified, 41 non-certified farmers, 1 agro-industry, 7 reseller, 1 business partnership, 14 small traders, and 2 major traders. Analysis used is six precise, financial and sensitivity, value added, marketing channels and margins, supporting services, agribusiness system Index. Results procurement of production facilities meets the criteria of six exact standards. Certified and non-certified coffee farming and processing are financially feasible. The processing agro-industry adds value to coffee. The marketing channels for certified farmers are four, for non-certified there are three, and the most dominant channel is farmers → small traders → major traders → exporters, and there are two channels for coffee processing agro-industry. All support services are available and utilized. The coffee agribusiness system is not yet functioning well, there is a need to increase certified farmers in the production facilities subsystem and non-certified farmers in production facilities, farming, and marketing.

Keywords: agribusiness system, coffee, agribusiness index.

ABSTRAK

ANALISIS SISTEM AGRIBISNIS KOPI DI KECAMATAN AIR NANINGAN KABUPATEN TANGGAMUS

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Tujuan penelitian yaitu menganalisis pengadaan sarana produksi, kelayakan finansial usahatani dan pengolahan, nilai tambah produk olahan kopi, saluran dan margin pemasaran, jasa layanan penunjang, indeks sistem agribisnis kopi. Lokasi penelitian di Desa Karang Sari dan Sidomulyo Kecamatan Air Naningan menggunakan metode survei pada Mei-Juli 2022. Responden yaitu 41 petani sertifikasi, 41 petani non sertifikasi, 1 agroindustri, 7 pedagang pengecer bubuk kopi, 1 kemitraan usaha bersama, 14 pedagang kecil, 2 pedagang besar. Analisis yang digunakan adalah analisis deskriptif, finansial, nilai tambah, saluran dan margin pemasaran, jasa layanan penunjang, indeks sistem agribisnis. Hasil penelitian menunjukkan pengadaan sarana produksi memenuhi kriteria enam tepat. Usahatani kopi sertifikasi, non sertifikasi dan pengolahan layak secara finansial. Agroindustri pengolahan memberikan nilai tambah kopi. Saluran pemasaran petani sertifikasi ada empat, non sertifikasi ada tiga, dan saluran paling dominan yaitu petani → pedagang kecil → pedagang besar → eksportir, serta agroindustri pengolahan kopi ada dua. Semua jasa layanan penunjang ada dan dimanfaatkan. Sistem agribisnis kopi belum berjalan dengan baik, perlu adanya peningkatan petani sertifikasi pada subsistem sarana produksi dan non sertifikasi pada sarana produksi, usahatani, pemasaran.

Kata kunci : sistem agribisnis, kopi, indeks agribisnis.