

ABSTRACT

PERFORMANCE OF THE AGRIBUSINESS SYSTEM AND DEVELOPMENT STRATEGY FOR SEMI ORGANIC RICE IN SEPUTIH RAMAN DISTRICT CENTRAL LAMPUNG REGENCY

By

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This study aims to analyze the performance of the agribusiness system and formulate development strategies for the semi organic rice agribusiness system in Seputih Raman District, Central Lampung Regency. The research was conducted as a case study at PP Gapsera Sejahtera Mandiri, selected purposively. Respondents for the agribusiness system analysis included 40 farmers (census), one milling factory manager (purposive), and 9 retailers (snowball sampling). Strategy analysis respondents, chosen purposively, consisted of 12 individuals including administrators, member farmers, partner farmers, experts, and regulators. Data were collected from September to December 2024. Data analysis employed agribusiness index, the 6 Rights criteria, R/C ratio, added value, marketing channels and margins, as well as SWOT and QSPM analyses. Results indicate that the production input procurement subsystem performed well (70.17%) and met the 6 Rights criteria except for timeliness and quality. The farming subsystem also performed well (78.26%) with an R/C ratio of 3.97 based on cash costs and 1.98 based on total costs, indicating feasibility and profitability. The post harvest handling subsystem showed good performance (90%) with a added value of IDR 1,327.97/kg and a added value ratio of 16.02%. The marketing subsystem was less effective (37.5%), with two marketing channels identified, where channel II was the most efficient. The supporting services subsystem performed well (80.97%). Overall, the semi organic rice agribusiness system showed good performance with an agribusiness index of 77.11%. Priority strategies include strengthening cooperation with retailers, traders, restaurants, and health conscious communities to expand marketing, developing more varied product packaging, and optimizing support for inputs, training, and agroecology to enhance production capacity and productivity of semi organic rice farming.

Keywords: agribusiness system performance, semi organic rice, strategy

ABSTRAK

KINERJA SISTEM AGRIBISNIS DAN STRATEGI PENGEMBANGAN PADI SEMI ORGANIK DI KECAMATAN SEPUTIH RAMAN KABUPATEN LAMPUNG TENGAH

Oleh

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Penelitian ini bertujuan untuk menganalisis kinerja sistem agribisnis dan merumuskan strategi pengembangan sistem agribisnis padi semi organik di Kecamatan Seputih Raman, Kabupaten Lampung Tengah. Penelitian dilakukan dengan studi kasus di PP Gapsera Sejahtera Mandiri, yang dipilih secara *purposive*. Responden analisis sistem agribisnis terdiri dari 40 petani (sensus), satu pengelola pabrik penggilingan (*purposive*), dan 9 pedagang pengecer (*snowball sampling*). Responden analisis strategi dipilih secara *purposive* berjumlah 12 orang, terdiri dari pengurus, petani anggota, petani mitra, pakar, dan regulator. Pengumpulan data dilakukan pada September–Desember 2024. Analisis data menggunakan metode indeks agribisnis, 6 Tepat, *R/C ratio*, nilai tambah, saluran dan margin pemasaran, serta analisis SWOT dan QSPM. Hasil penelitian menunjukkan kinerja subsistem pengadaan sarana produksi sudah baik (70,17%) dan telah sesuai berdasarkan kriteria 6 tepat, kecuali tepat waktu dan kualitas. Kinerja subsistem usahatani sudah baik (78,26%), dengan *R/C* atas biaya tunai sebesar 3,97 dan *R/C* atas biaya total sebesar 1,98, menandakan usahatani layak dan menguntungkan. Kinerja subsistem penanganan pasca panen sudah baik (90%) dengan nilai tambah Rp1.327,97/kg dan rasio nilai tambah 16,02%. Kinerja subsistem pemasaran belum baik (37,5%) dengan dua saluran pemasaran, di mana saluran II paling efisien. Kinerja subsistem jasa layanan penunjang berjalan dengan baik (80,97%). Secara keseluruhan, kinerja sistem agribisnis padi semi organik menunjukkan kinerja baik dengan indeks 77,11%. Strategi prioritas meliputi peningkatan kerja sama dengan ritel, pedagang, restoran, dan komunitas peduli kesehatan untuk memperluas pemasaran, pengembangan kemasan produk yang lebih variatif, serta optimalisasi dukungan sarana, pelatihan, dan agroekologi guna meningkatkan kapasitas produksi dan produktivitas usahatani padi semi organik.

Kata kunci : kinerja sistem agribisnis, padi semi organik, strategi