

ABSTRACT

PERFORMANCE OF TILAPIA AGRIBUSINESS SYSTEM IN PAGELARAN VILLAGE, PAGELARAN SUB-DISTRICT, PRINGSEWU DISTRICT (CASE STUDY OF POKDAKAN SINAR MAS)

By

Nisrina Khairiyah Saputri

This study aims to analyze the performance of the production facility procurement subsystem, the performance and feasibility of the tilapia farming subsystem, the performance and added value of the tilapia processing subsystem, the performance, channels, and margins of the tilapia marketing subsystem, the performance of the supporting service subsystem, and the performance of the tilapia agribusiness system as a whole in the Sinar Mas Pokdakan. This research was conducted using a case study method in Pokdakan Sinar Mas, Pagelaran Village, Pagelaran District, Pringsewu Regency. The location selection was carried out deliberately (purposive). Data collection was carried out in October-November 2023. The respondents of this study consisted of 11 farmers, 1 processor, 1 collector, 4 wholesalers, and 4 retailers, who were selected by the method of following the marketing flow. The data analysis methods used are qualitative and quantitative descriptive with the calculation of agribusiness indexes. The results of the study show that the performance of the production facility procurement subsystem is good. The performance of the cultivation subsystem is already very good and provides benefits because of the value of $RC > 1$. The performance of the processing subsystem is very good and provides positive added value. The performance of the marketing subsystem is good and the farmer's share value is $> 60\%$. The performance of the support service subsystem has been very good and all existing support services have been used very well. Overall, the performance of the tilapia agribusiness system in Pokdakan Sinar Pagelaran Village, Pagelaran District, Pringsewu Regency has been running very well with a weighted agribusiness index of 11.73.

Keywords: Tilapia, agribusiness systems, performance

ABSTRAK

KINERJA SISTEM AGRIBISNIS IKAN NILA DI DESA PAGELARAN KECAMATAN PAGELARAN KABUPATEN PRINGSEWU (STUDI KASUS POKDAKAN SINAR MAS)

Oleh

Nisrina Khairiyah Saputri

Penelitian ini bertujuan untuk menganalisis kinerja subsistem pengadaan sarana produksi, kinerja dan kelayakan subsistem budidaya ikan nila, kinerja dan nilai tambah subsistem pengolahan ikan nila, kinerja, saluran, dan margin subsistem pemasaran ikan nila, kinerja subsistem jasa layanan pendukung, dan kinerja sistem agribisnis ikan nila secara keseluruhan di Pokdakan Sinar Mas. Penelitian ini dilakukan dengan metode studi kasus di Pokdakan Sinar Mas, Desa Pagelaran, Kecamatan Pagelaran, Kabupaten Pringsewu. Pemilihan lokasi dilakukan secara sengaja (*purposive*). Pengumpulan data dilakukan pada bulan Oktober-November 2023. Responden penelitian ini terdiri dari 11 orang petani, 1 orang pengolah, 1 orang pedagang pengumpul, 4 orang pedagang besar, dan 4 orang pedagang pengecer yang dipilih dengan metode mengikuti alur pemasaran. Metode analisis data yang digunakan adalah deskriptif kualitatif dan kuantitatif dengan perhitungan indeks agribisnis. Hasil penelitian menunjukkan bahwa kinerja subsistem pengadaan sarana produksi sudah baik. Kinerja subsistem budidaya sudah sangat baik dan memberikan keuntungan karena nilai $RC > 1$. Kinerja subsistem pengolahan sudah sangat baik dan memberikan nilai tambah positif. Kinerja subsistem pemasaran sudah baik dan nilai *farmer's share* $> 60\%$. Kinerja subsistem jasa layanan pendukung sudah sangat baik dan semua jasa layanan pendukung yang ada sudah dimanfaatkan dengan sangat baik. Secara keseluruhan, kinerja sistem agribisnis ikan nila di Pokdakan Sinar Desa Pagelaran Kecamatan Pagelaran Kabupaten Pringsewu sudah berjalan sangat baik dengan indeks agribisnis tertimbang sebesar 11,73.

Kata Kunci : Ikan nila, sistem agribisnis, kinerja