

ABSTRACT

AGRIBUSINESS SYSTEM OF OYSTER MUSHROOM CULTIVATION IN SUKAMAJU VILLAGE, JONGGOL SUB-DISTRICT, BOGOR DISTRICT (CASE STUDY AT EPUL JAMUR FARM)

By

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Oyster mushrooms were one of the horticultural commodities that were in great demand by the community because they could be processed into various types of dishes and snacks. However, scientific studies related to the oyster mushroom agribusiness were still limited. This study aims to analyze the procurement of production inputs, farm income, value-added, marketing channels, margins, marketing efficiency, and the role of supporting service institutions in the oyster mushroom agribusiness at Epul Jamur Farm in Sukamaju Village, Jonggol Subdistrict, Bogor Regency. The research method used is a case study with a purposive location selection. Data were collected during April–May 2025 from 12 respondents consisting of farm owners, permanent and contract-based workers, a wholesaler, retailers, and consumers. The data were analyzed using the 6T method, R/C ratio, value-added analysis, as well as marketing channel, margin, and efficiency analysis. The results show that the procurement of growing houses (kumbung), spawn, baglog, sawdust, bran, lime, tools and machinery, and labor met the 6T principles with an overall accuracy of 86%. Net income in Planting Season I (PS I) was IDR155.362.666,67, in PS II IDR152.862.666,67, and in PS III IDR163.112.666,67. Meanwhile, the based on total costs was IDR135.044.693,12 in PS I, IDR132.544.693,12 in PS II, and IDR142.794.693,12 PS III with R/C ratios based on total cost were 2.03 in PS I, 2.01 in PS II, and 2.09 in PS III, indicating that the business was feasible $R/C > 1$, indicating that the business is feasible. The crispy mushroom processing generated a value-added of IDR105,04/gram with a value-added ratio (NT) of 70.03%, indicating that the processing activity is profitable. Oyster mushroom marketing involved two efficient channels, with a farmer's share of 100% in channel I and 62.5% in channel II. Supporting service institutions for oyster mushroom agribusiness activities at Epul Jamur Farm extension agencies, government policies, farmer groups, agricultural input shops, transportation, and markets, with a utilization rate of 90.48%.

Keywords: *agribusiness, crispy mushrooms, oyster mushrooms.*

ABSTRAK

SISTEM AGRIBISNIS JAMUR TIRAM DI DESA SUKAMAJU KECAMATAN JONGGOL KABUPATEN BOGOR (STUDI KASUS EPUL JAMUR FARM)

Oleh

AULIA RISMALA NUR PASIAH

Jamur tiram merupakan salah satu komoditas hortikultura yang banyak diminati masyarakat karena dapat diolah menjadi berbagai jenis masakan dan camilan. Namun demikian, kajian ilmiah terkait agribisnis jamur tiram tersebut masih rendah. Penelitian ini bertujuan untuk menganalisis pengadaan sarana produksi, pendapatan usahatani, nilai tambah, saluran, margin, efisiensi pemasaran, serta peran jasa layanan pendukung pada agribisnis jamur tiram pada Epul Jamur Farm. Metode penelitian yang digunakan adalah studi kasus dengan penentuan lokasi secara sengaja (*purposive*). Pengumpulan data dilakukan pada bulan April-Mei 2025 dengan jumlah responden 12 orang yang terdiri dari pemilik, pekerja tetap dan borongan, pedagang besar, pengecer, dan konsumen. Data dianalisis menggunakan metode 6T, R/C *ratio*, nilai tambah, serta analisis saluran, margin, dan efisiensi pemasaran. Hasil penelitian menunjukkan bahwa pengadaan kumbung, bibit, *baglog*, serbuk kayu, bekatul, kapur, alat dan mesin, serta tenaga kerja telah memenuhi konsep 6T dengan tingkat ketepatan 86%. Pendapatan atas biaya tunai pada MT I sebesar Rp155.362.666,67, MT II Rp152.862.666,67, dan MT III Rp163.112.666,67, sedangkan pada pendapatan atas biaya total pada MT I sebesar Rp135.044.693,12, MT II Rp132.544.693,12, dan MT III Rp142.794.693,12 dengan masing-masing R/C atas biaya total pada MT I 2,03, MT II 2,01, dan MT III 2,09 yang menunjukkan usaha tersebut layak diusahakan karena R/C >1. Pengolahan jamur krispi menghasilkan nilai tambah Rp105,04/gram dengan rasio NT 70,03%, menandakan kegiatan pengolahan menguntungkan. Pemasaran jamur tiram terdiri dari dua saluran yang telah efisien dengan nilai *farmer's share* 100% pada saluran pemasaran I dan 62,5% pada saluran pemasaran II. Jasa layanan pendukung kegiatan agribisnis jamur tiram di Epul Jamur Farm terdiri dari lembaga penyuluhan, kebijakan pemerintah, kelompok tani, toko pertanian, transportasi, dan pasar dengan persentase pemanfaatan sebesar 90,48%.

Kata kunci: agribisnis, jamur krispi, jamur tiram