

ABSTRACT

ANALYSIS OF THE UPSTREAM AGRIBUSINESS SYSTEM OF PLANT NURSERY BUSINESS (Case Study of PB. Makmur Sejahtera Kali Bening Village, Pekalongan District, East Lampung Regency)

By

IGBAL

This study aims to determine the procurement of production facilities based on the 6T principle (right type, right price, right time, right place, right quality, and right quantity), analyze the level of business income, assess marketing efficiency, and identify the role of investigation in the plant nursery agribusiness system at PB. Makmur Sejahtera in Kali Bening Village, Pekalongan District, East Lampung Regency. The method used is a case study with a quantitative descriptive approach. The results of the study indicate that the procurement of production facilities including planting media, polybags, seeds, fertilizers, pesticides, equipment, and labor have met the 6T principle with an accuracy level of 87.04 percent and is classified as very appropriate. Income analysis shows that the nursery business is feasible and profitable with an R/C ratio of all commodities of more than 1, where durian seedlings are the most superior commodity with a cash cost R/C of 8.32, a total R/C of 6.47, and an income of IDR46,079,143. The highest marketing efficiency is found in the direct producer-to-consumer channel, particularly for durian, with a 100 percent farmer share, a selling price of IDR20,000.00/stem, and a net profit of IDR19,600.00/stem after deducting packaging costs. The role of maintenance services has generally been well-functioning, although the contribution of research institutions has not been optimal. Overall, the plant nursery agribusiness system is considered effective, efficient, and has good development prospects.

Key words: 6T principle, agribusiness, income level, plant nurseries, SCP.

ABSTRAK

ANALISIS SISTEM AGRIBISNIS HULU USAHA PEMBIBITAN TANAMAN (Studi Kasus PB. Makmur Sejahtera Desa Kali Bening Kecamatan Pekalongan Kabupaten Lampung Timur)

Oleh

IGBAL

Penelitian ini bertujuan untuk mengetahui pengadaan sarana produksi berdasarkan prinsip 6T (tepat jenis, tepat harga, tepat waktu, tepat tempat, tepat kualitas, dan tepat kuantitas), menganalisis tingkat pendapatan usaha, menilai efisiensi pemasaran, serta mengidentifikasi peran lembaga penunjang dalam sistem agribisnis pembibitan tanaman pada PB. Makmur Sejahtera di Desa Kali Bening, Kecamatan Pekalongan, Kabupaten Lampung Timur. Metode yang digunakan adalah studi kasus dengan pendekatan deskriptif kuantitatif. Hasil penelitian menunjukkan bahwa pengadaan sarana produksi yang meliputi media tanam, *polybag*, benih, pupuk, pestisida, peralatan, dan tenaga kerja telah memenuhi prinsip 6T dengan tingkat ketepatan sebesar 87,04 persen dan tergolong sangat tepat. Analisis pendapatan menunjukkan bahwa usaha pembibitan layak dan menguntungkan dengan nilai R/C ratio seluruh komoditas lebih dari 1, dimana bibit durian menjadi komoditas paling unggul dengan R/C biaya tunai 8,32, R/C total 6,47, dan pendapatan sebesar Rp46.079.143. Efisiensi pemasaran tertinggi terdapat pada saluran langsung produsen ke konsumen, khususnya pada komoditas durian dengan *farmer share* 100 persen, harga jual Rp20.000,00 per batang, dan keuntungan bersih Rp19.600,00 per batang setelah dikurangi biaya kemasan. Peran jasa layanan penunjang secara umum telah berjalan baik, meskipun kontribusi lembaga penelitian masih belum optimal. Secara keseluruhan, sistem agribisnis pembibitan tanaman tergolong efektif, efisien, dan memiliki prospek pengembangan yang baik.

Kata kunci : agribisnis, pembibitan tanaman, prinsip 6T, SCP, tingkat pendapatan.