

Alfin Hasanah MS. NIM. 150321100001. Daya Saing Usaha Ternak Sapi Potong Madura pada Kelompok Tani dan Non Kelompok Tani (Studi Kasus Kecamatan Bluto Kabupaten Sumenep). Dibawah Bimbingan Andrie Kisroh Sunyigono, SP., MP. Ph.D

ABSTRAK

Penelitian dilakukan di Desa Bluto, Kecamatan Bluto, Kabupaten Sumenep yang termasuk salah satu daerah pengembangan usaha ternak sapi potong Madura. Adapun tujuan dari penelitian adalah untuk mengetahui daya saing usaha ternak sapi potong Madura dari keunggulan komparatif dan keunggulan kompetitif. Penentuan responden dilakukan secara Stratified Purposive Sampling dengan sampel sebanyak 73 responden. Metode analisis yang digunakan adalah Policy Analysis Matrix (PAM). Hasil analisis menunjukkan usaha ternak sapi potong pada kelompok tani dan non kelompok tani memiliki keunggulan komparatif dengan nilai ($DRCR < 1$) yaitu sebesar 0,740 dan 0,907. Nilai $PCR < 1$ artinya usaha ternak yang di lakukan di Desa Bluto memiliki keunggulan yang kempetitif yaitu sebesar 0,764 dan 0,936.

Kata kunci : Daya Saing, Usaha Ternak Sapi Potong dan Analisis PAM.

Alfin Hasanah MS. NIM. 150321100001. Competitiveness of livestock in cattle breeding Madura on farmer group and Non Farmer Group (case study of Bluto Sub-district of Sumenep Regency). Dibawah Bimbingan Andrie Kisroh Sunyigono, SP., MP. Ph.D.

ABSTRACT

The research was conducted in Bluto Village, Bluto Sub District, Sumenep Regency which is one of the areas of business development of cattle beef Madura. The purpose of the research is to know the competitiveness of cattle breeding of Madura cows from comparative excellence and competitive advantage. The respondents determination of Stratified Purposive Sampling with a sample of 73 respondents. The analysis method used is the Policy Analysis Matrix (PAM). The results of the analysis showed cattle cattle efforts on farmer groups and non farmer groups had comparative advantages with value (DRCR < 1) of 0.740 and 0.907. The value of PCR < 1 means that the livestock business in Bluto village has the advantage that the kempetitif is 0.764 and 0.936.

Keywords: competitiveness, cattle business cut and PAM analysis.