

Didy Syahroni. NIM. 110321100014. Strategi Pengembangan Ubi Kayu di Kecamatan Tragah Kabupaten Bangkalan. Dibawah bimbingan Slamet Widodo, S.P., M.Si

ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi faktor internal dan eksternal guna merumuskan strategi yang tepat dalam pengembangan ubi kayu di Kecamatan Tragah Kabupaten Bangkalan. Survey dilakukan dengan menggunakan metode sensus, yang didasarkan pada kriteria petani yang menerapkan teknik budidaya ubi kayu secara monokultur. Metode analisis yang digunakan adalah analisis SWOT dan analisis kelayakan usahatani. Hasil penelitian menunjukkan bahwa penerimaan usahatani ubi kayu seluas 1 Ha adalah Rp. 19.772.175,00 dengan total biaya operasional sebesar Rp. 14.870.955,42 menghasilkan keuntungan sebesar Rp. 4.902.219,58. Kemudian $BEP_{(q)} = 6.374,18$ (riil = 8.475), $BEP_{(rp)} = 1.754,69$ (riil = 2.333) dan R/C rasio = 1,329. Berdasarkan kriteria investasi ini, maka usahatani ubi kayu di Kecamatan Tragah secara finansial layak dikembangkan. Selanjutnya dari hasil analisis SWOT menunjukkan bahwa usahatani ubi kayu di Kecamatan Tragah berada pada kuadran II dengan rumusan strategi sebagai berikut pembinaan petani muda harus dimulai sejak dini, sertifikasi tanah pertanian dan peningkatan kelengkapan alsistan, optimalisasi peran perangkat desa serta perbaikan infrastruktur penunjang.

Kata Kunci : Ubi kayu, Kecamatan Tragah, Kelayakan Usahatani, Strategi Pengembangan

Didy Syahroni. NIM. 110321100014. Cassava Development Strategy on Tragah District Bangkalan Regency. Supervised by Slamet Widodo, S.P., M.Si

ABSTRACT

This study aimed to evaluate the internal and external factors in order to formulate appropriate strategy for cassava development on Tragah district Bangkalan Regency. Survey has been done using census method which based on farmer criteria that apply cassava cultivation techniques as monoculture. An analysis method that used SWOT analysis and farming feasibility study analysis. The result of this research showing that the acceptance of farm 1 hectare area Rp. 19.772.175,00 totally operating costs Rp. 14.870.955,42 producing with profits Rp. 4.902.219,58. And for $BEP_{(q)} = 6.374,18$ (real = 8.475), $BEP_{(rp)} = 1.754,69$ (real = 2.333) dan R/C rasio = 1,329. Based on this investment criteria, the cassava farming in Tragah District financially deserves to be developed. Next, from the result of SWOT analysis showing that cassava farming located on quadrant II with strategy formulation such as coaching young farmer should start early., certification of agricultural land and improvement of machine tools and agricultural machinery, optimizing the role of the village as well as, supporting infrastructure improvements.

Keyword: Cassava, Tragah district, Feasibility study, Cassava development strategy