

ABSTRACT

This research is motivated by a gap in expectations in the development of madura-3 corn potential, mainly related to product competitiveness. Madura-3 corn crop in Bangkalan regency, especially in Tragah sub-district can be said to have not been able to compete with local corn. This research aims to find out the competitiveness and policies of the Bangkalan Regency government towards the Madura-3 Corn farming business in Bangkalan Regency. This research was conducted quantitatively using primary data, namely observational data and respondent response results in the form of questionnaires and secondary data, namely data obtained from various government agencies in Bangkalan Regency. This method of data analysis uses the Policy Analysis Matrix (PAM). The results of the analysis indicate that in Bangkalan Regency the competitiveness seen from the comparative and competitive advantages of Madura-3 Corn in Bangkalan Regency is weak or can be said not to be able to compete. While the government policy effectively protects farmers that can be seen from the Indicator Effectivity Policy Coeficient (EPC) and also Subsidy Ratio for Producer (SRP) in the PAM Test.

Keywords: *Competitiveness, Government Policy, Policy Analysis Matrix (PAM)*

ABSTRAK

Penelitian ini dilatarbelakangi oleh adanya gap harapan dalam pengembangan potensi jagung madura-3 terutama terkait daya saing produk. Tanaman jagung Madura-3 di Kabupaten Bangkalan khususnya di Kecamatan Tragah dapat dikatakan belum mampu bersaing dengan jagung lokal. Penelitian ini bertujuan untuk mengetahui daya saing dan kebijakan pemerintah Kabupaten Bangkalan terhadap usahatani Jagung Madura-3 di Kabupaten Bangkalan. Penelitian ini dilakukan secara kuantitatif dengan menggunakan data primer yaitu data observasi dan hasil tanggapan responden berupa angket dan data sekunder yaitu data yang diperoleh dari berbagai instansi pemerintah di Kabupaten Bangkalan. Metode analisis data ini menggunakan Policy Analysis Matrix (PAM). Hasil analisis menunjukkan bahwa di Kabupaten Bangkalan daya saing dilihat dari keunggulan komparatif dan kompetitif Jagung Madura-3 di Kabupaten Bangkalan lemah atau dapat dikatakan tidak mampu bersaing. Sedangkan kebijakan pemerintah secara efektif melindungi petani terlihat dari Indikator Efektifitas Policy Coefficient (EPC) dan juga Subsidy Ratio untuk Produsen (SRP) dalam Uji PAM.

Kata Kunci : Daya Saing, Kebijakan Pemerintah, Policy Analysis Matrix (PAM)