

INTISARI

STRATEGI PENGEMBANGAN USAHATANI CABAI DAN BAWANG MERAH LAHAN PANTAI DI KECAMATAN SANDEN. 2018. M. F. ALANSYAH (Skripsi dibimbing oleh ARIS SLAMET WIDODO & LESTARI RAHAYU). Lahan pantai adalah salah satu lahan marginal yang memiliki potensi sehingga dapat digunakan sebagai lahan pertanian. Tujuan penelitian mengetahui kondisi internal yang merupakan kekuatan dan kelemahan dalam usahatani cabai dan bawang merah lahan pantai di Kecamatan Sanden, mengetahui kondisi eksternal yang menjadi peluang dan ancaman usahatani cabai dan bawang merah lahan pantai di Kecamatan Sanden, sehingga dapat merumuskan strategi pengembangan usahatani cabai dan bawang merah lahan pantai berdasarkan hasil analisis SWOT. Metode dasar yang digunakan dalam penelitian ini yaitu metode kualitatif. Penentuan sampel menggunakan purposive sampling. Responden yang diambil pada zona I (100-300 m) dan zona II (400-1.000) sebanyak 60 orang. Hasil penelitian menunjukkan Kondisi internal yang menjadi kekuatan adalah umur petani, persepsi petani, pendidikan, pengalaman usahatani, benih, pemeliharaan (penyiangan), pemeliharaan (pengendalian HPT), dan panen. Kelemahan yang ditemukan pada usahatani cabai dan bawang merah Lahan Pantai di Kecamatan Sanden yaitu persiapan lahan, pemeliharaan (pemupukan), pengetahuan tentang konservasi, pemeliharaan (penyiraman), pascapanen, penanaman. Kondisi eksternal yang menjadi peluang usahatani cabai dan bawang merah lahan pantai di Kecamatan Sanden adalah penyuluhan serta pendampingan, harga, penelitian, promosi produk, dan saluran pemasaran. Sedangkan yang menjadi ancaman dalam usahatani cabai dan bawang merah lahan pantai di Kecamatan Sanden yaitu penerapan SOP dan GAP, sistem penjualan, bantuan modal, peraturan dan bantuan Saprodi dan terdapat empat strategi prioritas pengembangan usahatani lahan pantai di Kecamatan Sanden yang perlu di terapkan.

Kata Kunci: Bawang merah, cabai, lahan pantai, strategi pengembangan, SWOT.

ABSTRACT

THE DEVELOPMENT STRATEGY OF CHILI AND SHALLOT FARMING ACTIVITIES OF THE COASTAL LAND IN SANDEN SUBDISTRICT. 2018. M. F. ALANSYAH (Thesis guided by ARIS SLAMET WIDODO & LESTARI RAHAYU). Coastal land is one of the marginal lands that has the potential to be used as agricultural land. The purpose of this research is to determine the internal conditions which are strengths and weaknesses in chili and shallot farming activities of the coastal land in Sanden subdistrict, knowing the external conditions that are opportunities and threats of chili and shallot farming activities of the coastal land in Sanden Subdistrict, so that they can formulate the development strategy of chili and shallot coastal land based on the results of the SWOT analysis. The basic method used in this study is qualitative methods. The sample is determined by using purposive sampling. Respondents were taken in zone I (100-300 m) and zone II (400-1,000) are 60 people. The results showed that the internal conditions that become the strengths is age of farmers, farmer perceptions, education, farming experience, seeds, weeding, maintenance (HPT control), and harvesting. The weaknesses found in chili and shallot farming activities of the coastal land in Sanden subdistrict are land preparation, maintenance (fertilization), knowledge of conservation, maintenance (watering), postharvest, planting. The external conditions that become opportunities for chili and shallot farming activities in coastal land in Sanden subistrict are counseling as well as mentoring, pricing, research, product promotion, and marketing channels. Whereas the threats in chili and shallot farming activities of the coastal land in Sanden subdistrict are the application of SOP and GAP, sales system, capital assistance, regulations and Saprodi assistance and there are four priority strategies for developing coastal land farming activities in Sanden subdistrict which need to be applied.

Keywords: *beach land, chilli, development strategy, shallot, SWOT.*