

RINGKASAN

Desa Sunyalangu merupakan daerah sentra produksi tanaman kopi robusta di Kecamatan Karanglewas. Pengembangan usahatani kopi robusta memiliki beberapa kendala, yaitu promosi produk yang kurang optimal, modal usaha terbatas, dan belum adanya penyuluhan terkait usahatani kopi. Faktor-faktor internal dan eksternal dalam pengembangan usahatani kopi robusta perlu diperhatikan agar usahatani kopi robusta terus berkembang di masa akan datang. Perkembangan harga kopi yang setiap tahun meningkat menjadikan motivasi petani dalam berusahatani kopi robusta.

Penelitian ini bertujuan untuk: 1) Menganalisis kelayakan usahatani kopi robusta; 2) Menganalisis faktor internal dan eksternal usahatani kopi robusta; 3) Merumuskan alternatif strategi pengembangan yang dapat diterapkan bagi petani kopi robusta. Penelitian dilakukan secara survai di wilayah Kecamatan Karanglewas dan ditentukan secara *purposive*. Pengambilan data dilaksanakan bulan Juli hingga Agustus 2018. Pengambilan sampel menggunakan *snowball sampling*, diperoleh sebanyak 30 petani responden. Analisis data digunakan adalah analisis deskriptif, analisis kelayakan dengan menggunakan, NPV, IRR, Net B/C, dan analisis SWOT.

Hasil penelitian menunjukkan bahwa: 1) Penerimaan total dalam produksi usahatani kopi robusta selama 10 tahun sebesar Rp5.006.952 per tahun dengan biaya total Rp19.858.069 per tahun, dan pendapatan bersih sebesar Rp2.353.374 per tahun. 2) NPV sebesar Rp6.703.761 per tahun, dengan IRR sebesar 21,70 persen, dan memiliki Net B/C sebesar 1,89. Usahatani kopi robusta layak untuk dikembangkan. 3) Total skor matriks IFAS diperoleh sebesar 2,815 dan matriks EFAS diperoleh sebesar 2,576. Hasil analisis SWOT diperoleh 6 alternatif strategi pengembangan internal yang dapat diterapkan.

SUMMARY

Sunyalangu village is a central production area for robusta coffee in Karanglewas District. The development of robusta coffee farming in Sunyalangu Village has several obstacles, there are promotion of products that are less than optimal, limited business capital, and the absences of counseling that related to coffee farming. Internal and external factors in development of robusta coffee farming need to be considered so that robusta coffee farming will contiue to grow in the future. The development of coffee prices which increases in every year makes the motivation of farmers to cultivate a robusta coffee.

This research aims to: 1) analyze the feasibility of robusta coffee farming; 2) analyze the internal and external factors of robusta coffee farming; 3) formulate the alternative development strategies that can be applied to farmer of robusta coffee. This research was conducted by survey in Karanglewas District and was determined purposively in Sunyalangu Village. Date collection is carried out from July to Agustus 2018. Determination of respondents in this study using snowball sampling 30 farmers as respondents. The analysis of data that has been used is descriptive analysis, analysis feasibility by using, NPV, IRR, Net B/C, and SWOT analysis.

The results showed that: 1) total revenues in the production of robusta coffee for 10 years amounted to Rp5.006.952 each year with a total cost of Rp19.858.069 arable land per year and net income of Rp2.353.374 each year. 2) NPV of Rp6.703.761 each year, with an IRR of 21,70 percent. This farm has a Net B/C of 1,89. Robusta coffee farming in Sunyalangu Village is feasible to be developed. 3) The total IFAS matrix score is obtained at 2.815 and the EFAS matrix is 2.576. The results of the SWOT analysis obtained 6 alternative internal development strategies that could be applied.