

RINGKASAN

Perlunya peningkatan produksi tanaman pangan khususnya komoditas padi, mendukung perlunya kebutuhan benih padi varietas unggul bersertifikat. Hal ini memerlukan adanya keberlanjutan usahatani penangkaran padi. Usahatani penangkaran padi merupakan usahatani yang bertujuan menghasilkan benih bersertifikat. Penelitian bertujuan untuk mengetahui karakteristik, persepsi petani pelaksana kegiatan penangkaran dan petani di sekitarnya. Selain itu bertujuan untuk menghasilkan strategi pengembangan program usahatani penangkaran padi. Penelitian dilaksanakan di Kelompok Tani Ngudi Lancar Desa Singasari dan di Kelompok Tani Sumber Rejeki II Desa Pliken, Kabupaten Banyumas. Lokasi dipilih secara *purposive* pada kelompok tani yang pernah dan masih melaksanakan usahatani penangkaran padi.

Penelitian menggunakan metode deskriptif. Penelitian dilaksanakan dengan mengumpulkan data primer dan data sekunder yang diperoleh dari studi pustaka, data dari instansi terkait dan kuisioner yang diberikan kepada 55 responden. Data yang diperoleh diperkuat dengan pelaksanaan *Focus Group Discusion*. Hasil penelitian yang diperoleh melalui analisis deskriptif dengan skala likert diketahui bahwa usia petani mayoritas 41% berusia 51-60 tahun dengan pendidikan Sebagian besar adalah SD sebanyak 51%, mayoritas pekerjaan adalah petani dengan jumlah tanggungan lebih dari 3 sebanyak 27,3% dan kurang dari 3 sebanyak 73,7% dengan lama usahatani sebagian besar 20-30 tahun yaitu sebanyak 50%. Sebaran luas lahan mayoritas kurang dari 5000 meter persegi sebanyak 59,62%.

Berdasarkan hasil penelitian diketahui bahwa responden memiliki tingkat persepsi yang tinggi sebanyak 33,33 %, sedang 53,33 % dan rendah sebanyak 13,33 %. Persepsi terbanyak berada pada tingkat sedang, maka dapat ditarik kesimpulan dari hasil penelitian bahwa persepsi petani masih beragam terhadap usahatani penangkaran padi sawah tetapi cenderung menerima dilihat dari persentase yang lebih banyak pada tingkat sedang dan tinggi. Hal ini memberikan peluang yang masih terbuka terkait keberlanjutan usahatani penangkaran. Peluang tersebut akan lebih besar jika memperoleh dukungan dari berbagai faktor baik internal maupun eksternal untuk mendukung petani penangkar dalam melaksanakan program penangkaran benih padi. Hasil analisis SWOT memperoleh nilai faktor internal sebesar 0,29 dan nilai faktor eksternal sebesar 0,52 menunjukkan usahatani berada di posisi kuadran I. Pada kondisi usaha ini, perusahaan dapat menggunakan strategi pertumbuhan agresif berupa strategi pertumbuhan. Berdasarkan analisis matriks diperoleh 12 alternatif strategi untuk keberlanjutan usahatani penangkaran padi sawah di Kabupaten Banyumas. Strategi tersebut antara lain peningkatan kapasitas petani penangkar dan kelembagaannya, meningkatkan strategi pemasaran, permodalan dan dukungan pemerintah maupun swasta.

SUMMARY

Increased production of food crops, especially rice, confirms the need for certified rice seeds of higher varieties. For this, sustainability of rice farming is needed. The aim of farming known as rice breeding is to produce certified seeds. The aim of the study is to identify the characteristics and opinions of the farmers involved in the rural activities as well as the surrounding farmers. The study also aims at developing an approach to establish rice breeding programs. The research was carried out in the Ngudi Lancar Farmer Group of Singasari Village and in the Sumber Rejeki II Farmer Group of Pliken Village, Banyumas Regency. The location was chosen purposively for farmer groups that have and are still carrying out rice breeding farming.

The research uses a descriptive method. The research was carried out by collecting primary and secondary data obtained from literature studies, data from related agencies and questionnaires given to 55 respondents. The data obtained was strengthened by the implementation of Focus Group Discussion. The results of the study obtained through descriptive analysis with a likert scale are known that the majority of farmers are 41% aged 51-60 years with education Most of them are elementary school as much as 51%, the majority of jobs are farmers with more than 3 dependents as much as 27.3% and less than 3 as much as 73.7% with the duration of farming mostly 20-30 years which is as much as 50%. The distribution of the majority land area is less than 5000 square meters as much as 59.62%.

Based on the results of the study, it is known that the respondents have a high level of perception of 33.33%, medium 53.33% and low as much as 13.33%. The most perception is at a moderate level, so it can be concluded from the results of the study that farmers' perceptions of rice farming are still diverse but tend to accept it from a higher percentage at medium and high levels. This provides opportunities that are still open related to the sustainability of captive farming. This opportunity will be greater if support is obtained from various factors, both internal and external, to support breeders in implementing the rice seed breeding program. The results of the SWOT analysis obtained an internal factor value of 0,29 and an external factor value of 0.52, indicating that farming is in the position of quadrant I. In this business condition, the company can use an aggressive growth strategy in the form of a growth strategy. Based on the matrix analysis, 12 alternative strategies were obtained for the sustainability of paddy rice farming in Banyumas Regency. These strategies include increasing the capacity of breeders and their institutions, increasing marketing strategies, capital and government and private support.