

RINGKASAN

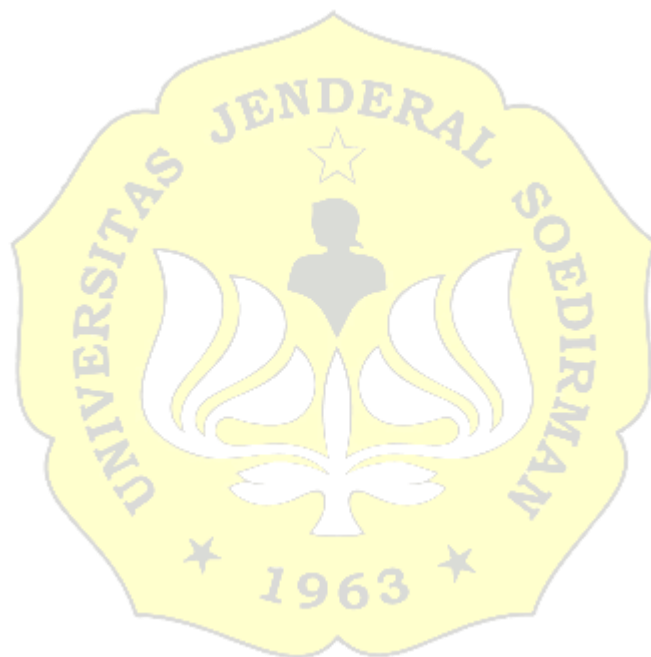
Usahatani cabai merah keriting di Kabupaten Banyumas masih mengalami berbagai permasalahan, meliputi: ketersediaan cabai yang belum kontinu, fluktuasi harga, dan saluran pasok cabai merah keriting yang panjang. Analisis rantai nilai bertujuan untuk mengoptimalkan pengembangan komoditas dan meningkatkan nilainya dengan melibatkan koordinasi seluruh pihak yang terlibat dalam rantai nilai. Konsep ini mencakup rangkaian kegiatan yang dilakukan oleh para pelaku di sepanjang rantai nilai guna mencapai hasil yang maksimal, mulai dari tahap perencanaan konsep hingga tahap pelayanan penjualan. Tujuan dari penelitian ini yaitu: mengetahui besar biaya, penerimaan, pendapatan, dan margin pelaku rantai nilai cabai merah keriting di Kabupaten Banyumas, mendesain pemetaan rantai nilai, merancang alternatif strategi penguatan rantai nilai cabai merah keriting di Kabupaten Banyumas.

Penelitian ini dilaksanakan di Kecamatan Sumbang, Kecamatan Patikraja, dan Kecamatan Baturraden Kabupaten Banyumas. Subjek yang diteliti dalam penelitian ini yaitu petani cabai merah keriting di Kecamatan Sumbang, Kecamatan Patikraja, dan Kecamatan Baturraden, lembaga pemasaran yang terlibat dalam pemasaran cabai merah keriting antara lain pedagang antara, pedagang besar dan pedagang ecer serta *key person* atau orang-orang yang berkompeten terhadap peningkatan rantai nilai cabai merah keriting. Sementara untuk objek yang akan diteliti pada penelitian ini yaitu rantai nilai cabai merah keriting di Kabupaten Banyumas. Metode yang digunakan dalam penelitian ini yaitu metode *survey*. Metode pengambilan sampel petani yaitu menggunakan metode *Probability Sampling* yaitu *Simple Random Sampling* diperoleh 50 petani. Sedangkan metode yang digunakan untuk mengambil responden lembaga pemasaran dan *key person* adalah metode *Purposive Sampling* diperoleh 11 pedagang antara, 13 pedagang besar, dan 5 pedagang ecer. Analisis data rantai nilai menggunakan alat kuantitatif yang meliputi: analisis biaya, penerimaan, pendapatan, dan margin pemasaran. Metode kualitatif untuk memetakan rantai nilai. Hasil dari analisis kualitatif dan kuantitatif kemudian digunakan untuk membuat strategi alternatif penguatan rantai nilai. Hasil dari analisis rantai nilai cabai merah keriting merekomendasikan strategi alternatif penguatan rantai nilai cabai merah keriting di Kabupaten Banyumas yang diharapkan dapat memberikan pemahaman kepada pemangku kepentingan tentang peran mereka dalam memfasilitasi pengembangan rantai nilai cabai merah keriting.

Hasil analisis menunjukkan Biaya tertinggi ditanggung petani sebesar Rp 15.376, diikuti pedagang antara, pedagang besar, dan pedagang ecer. Penerimaan dan pendapatan terbesar juga diperoleh petani, masing-masing Rp 12.892.350 per pelaku dan Rp 10.801 per kilogram. Pedagang besar dan ecer memiliki pendapatan lebih tinggi dibanding pedagang antara. Margin tertinggi terdapat pada saluran I sebesar Rp 12.000, sedangkan saluran III memiliki margin terendah Rp 4.000. Rantai nilai mencakup proses dari penyedia input, budidaya, perdagangan hingga konsumsi, dengan pelaku mulai dari penyedia input, petani, pedagang antara, pedagang besar, pedagang ecer, hingga konsumen. Terdapat empat saluran pemasaran untuk alur produk. Produk terjual terbesar terjadi pada saluran 3 yaitu petani-pedagang besar-konsumen, sementara jumlah pelaku terbanyak ada di saluran 2 yang melibatkan petani, pedagang antara, pedagang besar dan konsumen. Produksi dipusatkan di Kecamatan Sumbang, Kecamatan Patikraja, dan Kecamatan Baturraden dengan distribusi ke berbagai pasar lokal. Margin tertinggi ada pada saluran terpanjang yaitu saluran 1, margin terendah pada saluran dengan alur lebih pendek yaitu saluran 3. Hubungan antar pelaku terbagi menjadi hubungan langsung di pasar dan yang berkelanjutan. Layanan pendukung

meliputi informasi cuaca, alat produksi, pelatihan budidaya, distribusi, pemasaran, dan informasi harga serta permintaan pasar. Hambatan utama petani meliputi cuaca, hama, produksi tidak kontinu, fluktuasi harga, dan modal terbatas, sementara pedagang menghadapi kerusakan produk dan fluktuasi harga. Solusi meliputi pendampingan pemerintah, pengawasan pasar, pengemasan yang tepat, kemitraan, pengaturan harga, serta akses ke lembaga keuangan. Strategi prioritas yang direkomendasikan adalah menjaga kestabilan kebutuhan dan harga pasar guna menciptakan keseimbangan pasokan dan permintaan, sehingga pelaku usaha dapat merencanakan bisnis lebih efektif dan meminimalkan risiko akibat fluktuasi harga.

Kata Kunci: cabai merah keriting, rantai nilai, AHP



SUMMARY

Curly red chili farming in Banyumas Regency still experiences various problems, including non-continuous chili availability, price fluctuations, and long curly red chili supply channels. Value chain analysis aims to optimize commodity development and increase its value by involving the coordination of all parties involved in the value chain. This concept includes a series of activities carried out by actors along the value chain to achieve maximum results, starting from the concept planning stage to the sales service stage. The objectives of this research are to know the cost, revenue, income, and margin of curly red chili value chain actors in Banyumas Regency, to design value chain mapping, to design alternative strategies to strengthen the value chain of curly red chili in Banyumas Regency.

This research was conducted in the Sumbang Sub-district, Patikraja Sub-district, and Baturraden Sub-district of Banyumas Regency. The subjects studied in this research are curly red chili farmers in Sumbang Sub-district, Patikraja Sub-district, and Baturraden Sub-district, marketing institutions involved in the marketing of curly red chili, including intermediary traders, wholesalers, and retailers, as well as key persons or people who are competent in improving the value chain of curly red chili. Meanwhile, the object to be studied in this research is the value chain of curly red chili in Banyumas Regency. The survey method was used in this research. The sampling method used by farmers is the probability sampling method, namely simple random sampling, obtained by 50 farmers. The method used to take respondents from marketing institutions and key persons is the Purposive Sampling method, which obtained 11 intermediate traders, 13 large traders, and 5 retailers. Value chain data analysis using quantitative tools, including cost analysis, revenue, income, and marketing margins. Qualitative method to map the value chain. The results of the qualitative and quantitative analyses were then used to create alternative strategies for strengthening the value chain. The results of the curly red chili value chain analysis recommend alternative strategies for strengthening the curly red chili value chain in Banyumas Regency that are expected to provide stakeholders with an understanding of their role in facilitating the development of the curly red chili value chain.

The results of the analysis showed that the highest costs were borne by farmers at IDR 15,376, followed by intermediate traders, large traders, and retailers. The highest revenue and income were also obtained by farmers, respectively, IDR 12,892,350 per actor and IDR 10,801 per kilogram. Wholesalers and retailers had higher incomes than intermediary traders. The highest margin is found in channel I at IDR 12,000, while channel III has the lowest margin of IDR 4,000. The value chain covers the process from input providers, cultivation, and trade to consumption, with actors ranging from input providers, farmers, intermediate traders, wholesalers, and retailers to consumers. There are four marketing channels for the product flow. The largest number of products sold occurs in channel 3, which is farmer-major trader-consumer, while the largest number of actors is in channel 2, which involves farmers, intermediary traders, major traders, and consumers. Production is centered in Sumbang, Patikraja, and Baturraden sub-districts, and it is distributed to various local markets. The highest margin is in the longest channel, channel 1, while the lowest margin is in the shorter channel, channel 3. Relationships between actors are divided into direct market relationships and ongoing ones. Support services include weather information, production tools, cultivation training, distribution, marketing, and information on market prices and demand. Farmers' main constraints include weather, pests, non-continuous production, price fluctuations, and limited capital, while traders face product damage and price fluctuations. Solutions include government assistance, market supervision, proper

packaging, partnerships, price regulation, and access to financial institutions. The recommended priority strategy is to maintain stable market demand and prices to create a balance of supply and demand so that businesses can plan their business more effectively and minimize risks due to price fluctuations.

Keywords: *curly red chili, value chain, AHP (Analytic Hierarchy Process)*

