RINGKASAN

Kabupaten Wonosobo merupakan kawasan hulu dari Daerah Aliran Sungai (DAS) Serayu. Sektor pertanian di Kabupaten Wonosobo menjadi sektor unggulan karena memiliki struktur geografi yang mendukung untuk melakukan budidaya tanaman khususnya pada sub sektor hortikultura. Namun, penanaman komoditas hortikultura pada wilayah DAS Serayu dapat memicu peningkatan laju erosi karena adanya perubahan penggunaan lahan dari kawasan konservasi menjadi kawasan budidaya tanaman hortikultura. Oleh karena itu, diperlukan strategi pengelolaan berbasis potensi komoditas unggulan untuk memastikan keseimbangan antara produktivitas pertanian dan konservasi lingkungan. Penelitian ini bertujuan untuk (1) Menganalisis komoditas unggulan sektor pertanian pada wilayah hulu DAS Serayu, (2) Menganalisis daya saing perekonomian sektor pertanian pada wilayah hulu DAS Serayu, (3) Menganalisis laju pertumbuhan komoditas unggulan sektor pertanian DAS Serayu, (4) Merumuskan strategi pengembangan komoditas unggulan sektor pertanian pada wilayah hulu DAS Serayu.

Penelitian ini menggunakan metode deskriptif dengan data penelitian berupa data produksi tanaman hortikultura di wilayah hulu DAS Serayu selama 10 tahun serta data hasil kuesioner dan wawancara kepada sembilan informan. Teknik pengumpulan data penelitian menggunakan wawancara, observasi, kuesioner, dan studi literatur. Teknik analisis data menggunakan analisis *Location Quotient, Shift Share,* Tipologi Klassen, dan *Analytical Hierarchy Process*.

Hasil penelitian menunjukkan bahwa (1) Komoditas unggulan pada tanaman sayuran yaitu cabai besar, cabai rawit, tomat, kubis, buncis dan kacang panjang. Adapun pada komoditas tanaman buah yaitu alpukat, jambu biji, jeruk siam/keprok, pepaya, jambu air, jeruk besar, nangka/cempedak, nanas, dan sirsak. (2) Setiap kecamatan di wilayah hulu DAS Serayu memiliki daya saing terhadap komoditas tanaman sayuran dan buah. (3) Laju pertumbuhan komoditas unggulan sektor pertanian berada pada posisi progresif yang terletak di kuadran II. (4) Strategi pengembangan yang dapat dilakukan berupa inovasi dan teknologi untuk menghasilkan bibit yang berdaya saing sesuai dengan permintaan produk oleh pasar. Strategi yang dilakukan tentunya perlu ketersediaan tenaga kerja dan dukungan masyarakat dan lembaga sosial serta kecukupan serta dukungan energi listrik, BBM, dan gas.

Kata kunci: Analytical Hierarchy Process, Daerah Aliran Sungai Serayu, Komoditas Unggulan Pertanian, Strategi Pengembangan, Tipologi Klassen

SUMMARY

Wonosobo Regency serves as the upstream area of the Serayu Watershed or as known as DAS (Daerah Aliran Sungai) Serayu. The agricultural sector in Wonosobo Regency is a leading sector due to its geographical structure, which supports plant cultivation, particularly in the horticultural sub-sector. However, the cultivation of horticultural commodities in the Serayu Watershed area can accelerate the rate of erosion due to land-use changes from conservation areas to horticultural farming areas. Therefore, it is necessary to develop strategies for cultivating superior commodities while considering environmental conditions in the upstream region of the Serayu Watershed. This study aims to: (1) Analyze the leading agricultural commodities in the upstream region of the Serayu Watershed, (2) Assess the economic competitiveness of the agricultural sector in the upstream region of the Serayu Watershed, (3) Analyze the growth rate of leading agricultural commodities in the Serayu Watershed, and (4) Formulate development strategies for leading agricultural commodities in the upstream region of the Serayu Watershed.

This study employs a descriptive research method, utilizing production data of horticultural crops in the upstream region of the Serayu Watershed over the past 10 years, as well as data obtained from questionnaires and interviews with nine informants. Data collection techniques include interviews, observations, questionnaires, and literature studies. Data analysis techniques involve Location Quotient analysis, Shift Share analysis, Klassen Typology analysis, and Analytical Hierarchy Process (AHP).

The findings of the study indicate that: (1) The leading vegetable commodities include large chili peppers, cayenne peppers, tomatoes, cabbage, green beans, and long beans, while the leading fruit commodities consist of avocados, guavas, siamese/keprok oranges, papayas, water apples, pomelos, jackfruit/cempedak, pineapples, and soursop. (2) Each sub-district in the upstream region of the Serayu Watershed demonstrates competitiveness in vegetable and fruit commodities. (3) The growth rate of leading agricultural commodities is categorized as progressive, positioned in quadrant II. (4) The recommended development strategy involves innovation and technology to produce high-quality seeds that align with market demand. The implementation of this strategy requires the availability of a skilled workforce, community and sosial institution support, as well as sufficient access to electricity, fuel, and gas

Kata kunci: *Analytical Hierarchy Process, Serayu Watershed, Leading Agricultural Commodities, Development Strategy, Klassen Typology*