

RINGKASAN

Kebijakan pemerintah dicanangkan untuk mendukung program swasembada pangan. Banyak upaya telah dilakukan seperti adanya subsidi pupuk, benih, inovasi teknologi, penyedia saluran irigasi, dan penyuluhan agar terpenuhinya padi dalam negeri dan memiliki daya saing. Namun, pada Kecamatan Cilongok masih terdapat permasalahan yang dihadapi yaitu keterlambatan bantuan, harga beras yang menimbulkan banyak dilema, dan subsidi benih yang kurang efektif. Penelitian bertujuan untuk: (1) Mengetahui karakteristik petani yang terlibat dalam usahatani padi di Kecamatan Cilongok, Kabupaten Banyumas; (2) Menganalisis daya saing usaha tani padi di Kecamatan Cilongok, Kabupaten Banyumas; (3) Menganalisis dampak kebijakan pemerintah terhadap daya saing komoditas padi di Kecamatan Cilongok, Kabupaten Banyumas.

Metode penelitian yang digunakan yaitu metode survei. Lokasi penelitian di Kecamatan Cilongok. Data yang digunakan adalah data primer yang diperoleh langsung dari petani padi melalui kuesioner yang dilaksanakan pada akhir bulan April 2025 hingga akhir bulan Mei 2025 dan data sekunder yang diperoleh dari publikasi seperti BPS. Variabel yang digunakan adalah biaya variabel (benih, pupuk, pestisida, tenaga kerja), biaya tetap (sewa lahan, penyusutan peralatan, PBB), jumlah produksi, harga gabah, penerimaan petani, pendapatan petani, dan harga sosial. Analisis data menggunakan metode *policy analysis matrix* untuk mengidentifikasi daya saing dan dampak kebijakan pemerintah.

Hasil penelitian menunjukkan bahwa usahatani padi di Kecamatan Cilongok memiliki nilai daya saing yang cukup tinggi. Berdasarkan hasil analisis usahatani padi memiliki keunggulan kompetitif dan komparatif. Memiliki keuntungan privat sebesar Rp15.355.367,1 dan nilai PCR < 1 yaitu 0,260 dengan demikian usahatani padi secara finansial layak dikembangkan dan memiliki keuntungan kompetitif. Keuntungan sosial usahatani sebesar Rp5.811.321,58 dan DRCR < 1 yaitu sebesar 0,482 ini menunjukkan secara ekonomi usahatani layak dikembangkan memiliki keuntungan komparatif. Dampak kebijakan pemerintah untuk segi *output* menguntungkan petani karena petani mendapatkan harga lebih tinggi dibandingkan harga sebenarnya. Kemudian dari segi input sangat membantu karena petani mendapatkan harga yang rendah dari harga sebenarnya. Secara keseluruhan, kebijakan dari segi *input-output* menguntungkan petani karena adanya insentif ekonomi yang diterima petani, terdapat proteksi kebijakan, dan adanya kebijakan menyebabkan keuntungan lebih tinggi.

Kata kunci: daya saing, dampak kebijakan pemerintah, padi

SUMMARY

Government policies were launched to support food self-sufficiency programs. Many efforts were made, such as subsidies for fertilizers, seeds, technological innovations, irrigation channels, and counseling so that domestic rice was fulfilled and remained competitive. However, in Cilongok District, there were still problems faced, namely delays in assistance, rice prices that caused many dilemmas, and ineffective seed subsidies. The research aimed to: (1) determine the characteristics of farmers involved in rice farming in Cilongok District, Banyumas Regency; (2) analyze the competitiveness of rice farming businesses in Cilongok District, Banyumas Regency; (3) analyze the impact of government policies on the competitiveness of rice commodities in Cilongok District, Banyumas Regency.

The research method used was the survey method. The research location was in Cilongok District. The data used were primary data obtained directly from rice farmers through questionnaires carried out from the end of April 2025 to the end of May 2025 and secondary data obtained from publications such as BPS. The variables used were variable costs (seeds, fertilizers, pesticides, labor), fixed costs (land rent, equipment depreciation, PBB), production amount, grain prices, farmers' income, and social prices. Data analysis used the policy analysis matrix method to identify the competitiveness and impact of government policies.

The results of the study showed that rice farming in Cilongok District had a fairly high competitiveness value. Based on the results of the analysis, rice farming had competitive and comparative advantages. It had a private profit of IDR 15,355,367.1 and a PCR value of < 1 , which was 0.260, thus rice farming was financially feasible to be developed and had competitive advantages. The social benefits of farming amounting to Rp5,811,321.58 and DRCR < 1 of 0.482 showed that economically farming was feasible to be developed and had comparative advantages. The impact of government policies in terms of output benefited farmers because farmers received higher prices than the actual price. Then, in terms of inputs, it was very helpful because farmers paid a price that was lower than the actual price. Overall, policies in terms of inputs benefited farmers because of the economic incentives that farmers received, there was policy protection, and the existence of policies caused higher profits.

Keywords: competitiveness, impact of government policy, rice