

## **STRATEGI PENGEMBANGAN AGRIBISNIS KARET DI KENAGARIAN ABAI KECAMATAN SANGIR BATANGHARI KABUPATEN SOLOK SELATAN**

### **Abstrak**

Studi kasus ini bertujuan untuk mendeskripsikan sistem agribisnis karet dan merumuskan strategi pengembangan agribisnis karet di Kenagarian Abai, Kecamatan Sangir Batanghari, Kabupaten Solok Selatan. Informan kunci yang dipilih secara purposive terdiri dari Ketua dan Sekretaris Kelompok Tani, 3 orang Pedagang Komoditi, 2 orang Pedagang Saprodi, 1 orang Kasi Perkebunan dan 1 orang Penyuluh Pertanian. Selain itu juga dipilih informan yang terdiri dari 10 orang petani, yakni 5 orang anggota kelompok tani dan 5 orang yang bukan anggota kelompok tani. Data dianalisis secara kualitatif menggunakan Matriks IFE, EFE dan SWOT. Hasil penelitian memperlihatkan kondisi agribisnis karet di daerah penelitian, yaitu: (1) Pada subsistem hulu, bibit unggul yang digunakan hanya dari bantuan pemerintah, petani menggunakan bibit lokal karena tidak memiliki uang untuk membeli bibit unggul, (2) Pada subsistem usahatani (*on farm*), lahan milik sendiri, tenaga kerja banyak, namun produktivitas masih rendah, (3) Pada subsistem hilir, rantai pemasaran pendek, namun harga karet berfluktuasi, dan (4) Pada subsistem jasa penunjang, sudah ada penyuluhan dan pelatihan tentang karet. Berdasarkan analisis SWOT didapat strategi pengembangan agribisnis karet di daerah penelitian adalah (1) Optimalisasi sumberdaya pertanian, (2) Memperbaiki manajemen usahatani, (3) Penyediaan akses kredit bagi petani, (4) Memperbaiki teknik penyuluhan dan pelatihan budidaya karet, (5) Peningkatan kualitas karet, (6) Optimalisasi jasa penunjang. Berdasarkan hasil diskusi partisipatif dengan ekspertis, yakni pejabat pemerintah terkait, penyuluh, ketua dan sekretaris kelompok tani didapat strategi yang tepat untuk diterapkan yaitu Strategi 1, 2,5 dan 6.

Kata kunci: Sistem Agribisnis Karet, Strategi Pengembangan Agribisnis

**AGRIBUSINESS DEVELOPMENT STRATEGY OF RUBBER IN ABAI  
VILLAGE, SUB-DISTRICT OF SANGIR BATANGHARI,  
SOUTH SOLOK REGENCY**

**ABSTRACT**

This case study aims to describe agribusiness system of rubber and to formulate the strategy for developing rubber agribusiness system in Abai Village, Sub-district of Sangir Batanghari, South Solok Regency. Key informants who were chosen purposively consisted of the chairman and secretary of farmers organization, 3 persons of the commodities trader, 2 persons of merchants the means of production, 1 person of head division of the estate and 1 person of agricultural extension officers. In addition, 5 members of the farmers organization and 5 farmers who were not member of farmer groups were also chosen as informants. The data were analyzed qualitatively using Matrix IFE, EFE and SWOT. Research results showed the following conditions of rubber agribusiness system in the study site; (1) On the upstream subsystem, the superior seeds could only be obtained from government assistance, and therefore farmers used local variety seed because they had no money to buy superior seeds, (2) On the farming (on farm) subsystem, land was self owned, labor were sufficiently available, but productivity was still low, (3) On the downstream subsystem, the marketing chain was short, but the rubber prices fluctuated and (4) On the supporting services subsystem, there were extensions and trainings on rubber farming system. Based on a SWOT analysis the following strategies were obtained to develop rubber agribusiness system in the area of study namely; (1) Optimization of agricultural resources, (2) Improving the management of farming, (3) The provision of access to credit for farmers, (4) Improving the training of extension programs on cultivation technique of rubber, (5) Improvement the quality of rubber, (6) Optimization of supporting services. Based on discussions with experts from related government officials, agricultural extension officers, chairman and secretary of the farmers organization, it was concluded that the appropriate strategies to apply in the study site were strategy 1, 2, 5 and 6.

Keywords: Rubber Agribusiness System, Agribusiness Development Strategy