



INTISARI

Penelitian ini bertujuan untuk (1) melihat adanya perbedaan antara harga privat dan sosial pada usaha tani teh petani plasma PT Pagilaran; (2) menganalisis daya saing usaha tani teh berdasarkan indikator keunggulan komparatif dan kompetitif; (3) mengetahui dampak kebijakan pemerintah terhadap daya saing usaha tani teh; (4) tingkat sensitivitas daya saing usaha tani teh akibat perubahan komponen dalam usaha tani. Metode dasar yang digunakan dalam penelitian ini adalah metode analisis deskriptif dengan teknik pengambilan sampel secara *Proportional Random Sampling* dimana didapatkan jumlah responden sebanyak 65 orang. Adapun metode analisis yang digunakan adalah *Policy Analysis Matrix* (PAM). Berdasarkan hasil penelitian, diketahui bahwa (1) terdapat perbedaan pada harga privat dan sosial yang menunjukkan terjadinya distorsi pada perekonomian; (2) nilai DRCR dan PCR usaha tani teh petani plasma PT Pagilaran sebesar 0,37 dan 0,68, yang menunjukkan bahwa usaha tani tersebut memiliki keunggulan baik dari segi komparatif maupun kompetitif; (3) kebijakan pemerintah secara simultan dinilai belum dapat memberikan dukungan yang efektif terhadap peningkatan daya saing usaha tani teh; serta (4) keunggulan komparatif sensitif terhadap penurunan harga output sebesar 17% sedangkan keunggulan kompetitif sensitif terhadap penurunan harga output sebesar 54%.

Kata kunci: teh, daya saing, kebijakan pemerintah, sensitivitas

ABSTRACT

This research aims to (1) see the difference between private and social prices on tea farming of plasma farmers at PT Pagilaran; (2) analyze the competitiveness of tea farming based on indicators of comparative and competitive advantages; (3) determine the impact of government policies on the competitiveness of tea farming; (4) the level of sensitivity of the competitiveness of tea farming due to changes in the components of farming. The basic method used in this research is descriptive analysis method with Proportional Random Sampling technique which obtained 65 respondents. The analysis method used is Policy Analysis Matrix (PAM). Based on the results of the research, it is known that (1) there are differences in private and social prices that indicate the occurrence of distortions in the economy; (2) the DRCR and PCR values of tea farming of plasma farmers at PT Pagilaran are 0.37 and 0.68, which indicates that the farming business has both comparative and competitive advantages; (3) government policies are simultaneously considered unable to provide effective support for increasing the competitiveness of tea farming; and (4) comparative advantage is sensitive to a decrease in output prices by 17% while competitive advantage is sensitive to a decrease in output prices by 54%.

Keywords: tea, competitiveness, government policies, sensitivity