# INTISARI

Nanas merupakan salah satu komoditas hortikultura yang dibudidayakan di Kabupaten Bogor. Kecamatan Cijeruk menjadi sentra produsen nanas di Kabupaten Bogor, yang cara pembudidayaannya masih tradisional. Produksi buah nanas di kecamatan tersebut sejak tahun 2009 berfluktuasi, namun trennya menunjukkan kecenderungan penurunan. Petani nanas di Kecamatan Cijeruk mengalami kendala-kendala budidaya, di antaranya keterbatasan modal, status lahan garapan, serta variabilitas iklim. Faktor-faktor yang secara signifikan dapat mempengaruhi tren penurunan produksi nanas di Kecamatan Cijeruk saat ini belum diketahui. Maka, perlu dilakukan penelitian mengetahui faktor-faktor yang mempengaruhi produksi nanas serta strategi yang perlu diimplementasikan untuk mengembangkan usaha tani budidaya nanas.

Untuk mengetahui faktor-faktor yang mempengaruhi produksi nanas, dilakukan penelitian deskriptif kuantitatif dengan menggunakan kuesioner yang diberikan kepada 32 petani nanas di Kecamatan Cijeruk. Faktor-faktor produksi nanas dianalisis menggunakan regresi berganda, sedangkan variabel kondisi iklim (curah hujan dan suhu) pada periode yang telah ditentukan dibandingkan dengan hasil produksi buah nanas. Penentuan strategi dirumuskan berdasarkan analisis SWOT.

Berdasarkan penelitian, produksi nanas dipengaruhi secara signifikan oleh kepadatan tanaman, tenaga kerja, penggunaan pupuk, dan keikutsertaan dalam pelatihan. Produksi buah juga menunjukkan kecenderungan penurunan saat curah hujan tahunan meningkat. Strategi pengembangan usaha tani nanas di Kecamatan Cijeruk perlu berfokus pada strategi *turn-around*, yang terdiri dari membentuk koperasi pertanian dan sentra pengolahan nanas yang berkelanjutan di Kecamatan Cijeruk; kerjasama dengan pemerintah dan pemangku kepentingan terkait dalam advokasi lahan pertanian bagi petani; meningkatkan regenerasi petani dan penambahan program-program pelatihan untuk meningkatkan kapasitas kelompok tani; pemberian bantuan permodalan, teknologi, dan pendampingan produksi berbasis SOP dan kualitas, serta peningkatan efektivitas kinerja kelompok tani dan pelatihan.

Kata kunci: faktor produksi, usaha tani nanas, regresi berganda, SWOT

# ABSTRACT

Pineapple is one of the horticultural commodities cultivated in Bogor Regency. Cijeruk Subdistrict is the main producer of pineapple in Bogor Regency, where the cultivation method is still traditional. Pineapple production in the sub-district has fluctuated since 2009, but the trend shows a declining trend. Pineapple farmers in Cijeruk Subdistrict encounter various challenges in cultivation, including limited capital, land status, and climate variability. However, the specific factors contributing to the declining trend in pineapple production within Cijeruk District remain unknown. Therefore, research is essential to identify these factors and formulate strategies to foster the development of pineapple cultivation businesses.

To determine factors influencing pineapple production, a quantitative descriptive study was conducted through a questionnaire distributed to 32 smallholder farmers in Cijeruk Subdistrict. Multiple linear regression was utilized to analyze the data. Additionally, researcher compared climate variables (rainfall and temperature) during a specified period with pineapple fruit production outcome. Strategy formulation is grounded in SWOT analysis.

This research revealed that pineapple production is significantly influenced by plant density, labor, total use of fertilizer and participation in training. Furthermore, fruit production exhibits a declining trend as annual rainfall increases. To enhance pineapple farming businesses in Cijeruk District, a turnaround strategy is recommended. This strategy encompasses the establishment of agricultural cooperative institution and sustainable pineapple processing centers; collaboration with government and relevant stakeholders to advocate for agricultural land for farmers; promoting farmer regeneration and providing additional training programs to enhance the capacity of farmer groups; provision of capital, technology, and production support in accordance with standard operating procedures and quality guidelines, also improving the performance and effectiveness of farmer groups through training.

Keywords: production factors, pineapple farming, multiple linear regression, SWOT