

INTISARI

Penelitian ini bertujuan untuk: (1) mengetahui tingkat keuntungan privat dan keuntungan sosial usaha tani bawang merah di lahan pasir pesisir pantai Kapanewon Kretek, Kabupaten Bantul; (2) mengetahui daya saing usaha tani bawang merah di lahan pasir pesisir pantai Kapanewon Kretek, Kabupaten Bantul dilihat dari keunggulan komparatif dan keunggulan kompetitif; (3) mengetahui dampak kebijakan pemerintah terhadap input, output, dan input-output usaha tani bawang merah di lahan pasir pesisir pantai Kapanewon Kretek, Kabupaten Bantul. Metode sampling pada penelitian ini menggunakan *purposive sampling* untuk penentuan responden dan lokasi penelitian. Penelitian ini melibatkan 50 petani bawang merah yang melakukan budidaya di lahan pasir pesisir selama satu musim tanam periode November 2023 hingga Februari 2024. Metode analisis yang digunakan yaitu *Policy Analysis Matrix* (PAM). Berdasarkan hasil penelitian, diketahui bahwa (1) nilai keuntungan privat sebesar Rp59.970.411,56 per hektar per musim tanam dan keuntungan sosial sebesar Rp134.599.891,94 per hektar per musim tanam; (2) nilai DRCR sebesar 0,29 dan PCR sebesar 0,48 yang menunjukkan bahwa usaha tani memiliki keunggulan secara komparatif dan kompetitif, secara berurutan; (3) kebijakan pemerintah bersifat protektif terhadap input, namun bersifat disprotektif terhadap output dan input-output usaha tani bawang merah di lahan pasir pesisir pantai Kapanewon Kretek, Kabupaten Bantul.

Kata kunci: daya saing, bawang merah, kebijakan pemerintah, *policy analysis matrix*, komparatif, kompetitif

ABSTRACT

This research aims to (1) determine the level of private and social profitability of shallot farming in coastal area of Kretek Sub-district, Bantul Regency; (2) analyze competitiveness through comparative advantage and competitive advantage of shallot farming in coastal area of Kretek Sub-district, Bantul Regency; (3) the impact of government policies on inputs, outputs, and input-output of shallot farming in coastal area of Kretek Sub-district, Bantul Regency. The sampling method used in this study is purposive sampling for selecting respondents and research location. This study involved 50 shallot farmers cultivated in coastal land during one planting season from November 2023 to February 2024 were selected as respondents. The method used was the Policy Analysis Matrix (PAM). Based on the results of the study, it is known that (1) the private profit was IDR 59,970,411.56 per hectare per planting season, and the social profit was IDR 134,599,891.94 per hectare per planting season; (2) the DRCR (Domestic Resource Cost Ratio) was 0.29 and PCR (Private Cost Ratio) was 0.48, indicating that the farming activities possess both comparative and competitive advantages, correspondingly; (3) government policies are protective toward inputs, however it is dis-protective toward outputs, and the overall input-output of shallot farming in coastal area Kretek Sub-district, Bantul Regency.

Keywords: *competitiveness, shallot, government policy, policy analysis matrix, comparative advantage, competitive advantage*