

INTISARI

Peningkatan kesadaran masyarakat akan pentingnya kesehatan melalui konsumsi sayuran dan kelestarian lingkungan menjadikan pertanian organik berpeluang untuk dikembangkan. Kecamatan Ngablak adalah salah satu daerah sentra produksi sayuran di Kabupaten Magelang. Penelitian ini bertujuan (1) membandingkan total biaya, (2) mengetahui kelayakan finansial dan tingkat sensitivitas, dan (3) merumuskan strategi pengembangan usahatani brokoli organik dan non-organik. Metode dasar penelitian adalah analisis deskriptif. Data diperoleh melalui metode sensus pada 18 petani organik di Kelompok Tani Mutiara Organik, Desa Sumberejo; dan *purposive sampling* pada 30 petani non-organik di Desa Genikan. Hasil analisis menunjukkan total biaya per Ha usahatani organik (Rp28.566.959) lebih tinggi dari non-organik (Rp20.962.882). Usahatani organik dan non-organik layak secara finansial berdasarkan nilai pendapatan, keuntungan, BEP penerimaan, BEP produksi, BEP harga, R/C, dan produktivitas modal (π/C), tetapi tidak layak berdasarkan produktivitas tenaga kerja. Kelayakan usahatani tidak sensitif terhadap penurunan jumlah produksi pada usahatani organik (98,20%) yang lebih rendah dibanding non-organik (98,57%), dan terhadap penurunan harga penjualan produk pada organik (71,45%) yang lebih rendah dibanding non-organik (67,02%). Hasil analisis SWOT menunjukkan posisi usahatani brokoli organik berada pada kuadran II (strategi diversifikasi atau strategi ST), sedangkan usahatani brokoli non-organik berada pada kuadran IV (strategi *defensive* atau strategi WT).

Kata kunci : kinerja finansial, strategi pengembangan, usahatani brokoli organik dan non-organik

ABSTRACT

Increasing public awareness of health through vegetable consumption and environmental sustainability, causing organic farming has opportunity to be developed. Ngablak district is one of vegetable production centers in Magelang regency. This research aims to (1) compare the total cost, (2) know the financial feasibility and it is sensitivity, and (3) formulate the strategy of developing organic and non-organic broccoli farming. The basic method of research is descriptive analysis. Data obtained by census method on 18 organic farmers in Mutiara Organik Farmer Group, Sumberejo village; and purposive sampling method on 30 non-organic farmers in Genikan village. The analysis result shows total cost per Ha organic farming (Rp28.566.959) higher than non-organic (Rp20.962.882). Organic and non-organic farming is financially feasible based on the value of income, profit, BEP based on revenue, BEP based on production, BEP based on price, R/C, and capital productivity (π/C), but it is not feasible based on labor productivity. The feasibility of farming is not sensitive towards the decreasing of production in organic farming (98,80%) that lower than non-organic (98,57%), and towards the decreasing of output price in organic farming (71,45%) is lower than non-organic (67,02%). Result of SWOT analysis showed that the position of organic farming is in II quadrant (diversification strategy or ST strategy), meanwhile the position of non-organic farming is in IV quadrant (defensive strategy or WT strategy).

Keywords : financial performance, development strategy, broccoli organic and non-organic farming