



Intisari

Penelitian ini bertujuan untuk mengetahui daya saing (keunggulan kompetitif dan komparatif) gula semut dan mengetahui dampak kebijakan pemerintah pada input dan output gula semut di Kecamatan Kokap, Kabupaten Kulon Progo. Metode analisis yang digunakan yaitu *Policy Analysis Matrix* (PAM) dengan sampel responden sebanyak 30 pengrajin gula semut. Hasil penelitian menunjukkan bahwa industri rumah tangga gula semut di Kecamatan Kokap, baik yang berbahan baku gula cetak maupun berbahan baku campuran nira dan gula cetak, memiliki daya saing kompetitif dan komparatif. Hal ini ditunjukkan dengan nilai PP dan SP sebesar Rp 53.671.991,00 dan Rp 61.476.096,00 untuk gula semut berbahan baku gula cetak serta Rp 34.863.758,00 dan Rp 45.444.662,00 untuk gula semut berbahan baku campuran nira dan gula cetak. Selain itu, didapatkan nilai PCR dan DRCR masuk pada kriteria kurang dari satu yaitu sebesar 0,13 dan 0,18 untuk gula semut berbahan baku gula cetak serta 0,20 dan 0,16 untuk gula semut berbahan baku campuran nira dan gula cetak. Hasil penilaian daya saing menunjukkan bahwa industri rumah tangga gula semut berdaya saing sangat tinggi sehingga sangat diprioritaskan untuk dikembangkan lebih lanjut. Dampak kebijakan pemerintah masih belum mendukung dan belum ada proteksi input dan output gula semut sehingga merugikan pengrajin. Adanya pemberlakuan PPN 10% membuat keuntungan yang diperoleh pengrajin gula semut berkurang.

Kata kunci : daya saing, gula semut, keunggulan komparatif, keunggulan kompetitif, PAM.



Abstract

This study aims to determine the competitiveness (competitive and comparative advantage) of granulated coconut sugar and to know the impact of government policy on the input and output of granulated coconut sugar in Kokap Subdistrict, Kulon Progo Regency. Policy Analysis Matrix (PAM) is used as an analysis method with 30 producent of granulated coconut sugar as the sample. The research result shows that granulated coconut sugar in Kokap Subdistrict, whether made from solid coconut sugar or raw mixture of sweet sap and solid coconut sugar, has competitive and comparative competitiveness. This is indicated by PP and SP values amounting to Rp 53.671.991,00 and Rp 61.476.096,00 for granulated coconut sugar made from solid coconut sugar and Rp 34.863.758,00 and Rp 45.444.662,00 for granulated coconut sugar made from raw mixture of sweet sap and solid coconut sugar. In addition, PCR and DRCR obtained in less than one criterion which has values of 0,13 and 0,18 for the granulated coconut sugar are made of solid coconut sugar and 0,20 and 0,16 for the granulated coconut sugar made from raw mixture of sweet sap and solid coconut sugar. The results of competitiveness assessment indicate that the granulated coconut sugar is very competitive so it is prioritized to be developed further. The government policy impact is still not supported and there has been no input and output protection of granulated coconut sugar to the detriment of the producent. The existence of VAT 10% enforcement makes the profit earned granulated coconut sugar producent is reduced.

Keywords: comparative advantage, competitive advantage, competitiveness, granulated coconut sugar, PAM.