



INTISARI

Tanaman stroberi bukan tanaman asli Indonesia, namun buah stroberi digemari di Indonesia. Permintaan stroberi yang relatif tinggi sampai saat ini masih belum dapat terpenuhi. Kondisi ini memberikan peluang yang bagus untuk mengembangkan stroberi di Indonesia. Selama ini budidaya stroberi yang dilakukan oleh petani masih bersifat konvensional dan diusahakan dalam skala kecil, sehingga mengakibatkan terjadinya ketidakefisienan produksi antar petani. Efisiensi produksi merupakan salah satu penentu daya saing. Penelitian ini bertujuan untuk mengetahui : i) tingkat efisiensi teknis, alokatif, dan ekonomi usahatani stroberi, ii) faktor-faktor yang mempengaruhi tingkat inefisiensi teknis dan inefisiensi biaya usahatani stroberi, iii) faktor-faktor yang mempengaruhi risiko produksi usahatani stroberi, iv) perilaku petani stroberi dalam menghadapi resiko produksi, v) tingkat daya saing usahatani stroberi vi) hubungan antara: a) perilaku petani terhadap resiko produksi dan efisiensi teknis, serta b) perilaku petani terhadap resiko produksi dan efisiensi ekonomi usahatani stroberi dan vii) hubungan antara efisiensi teknis dan daya saing kompetitif usahatani stroberi di Kabupaten Purbalingga.

Penelitian dilakukan di Kecamatan Karangreja Kabupaten Purbalingga dengan pertimbangan bahwa daerah tersebut merupakan sentra produksi stroberi di Propinsi Jawa Tengah. Penentuan jumlah sampel sebanyak 100 petani stroberi dilakukan dengan metode Slovin. Fungsi produksi *stochastic frontier* untuk menganalisis efisiensi teknis, fungsi biaya *stochastic frontier* untuk menganalisis efisiensi ekonomi, hubungan antara efisiensi teknis, efisiensi ekonomi, dan efisiensi alokatif untuk menganalisis efisiensi alokatif, analisis risiko menurut Just and Pope untuk menganalisis faktor-faktor yang mempengaruhi risiko, analisis perilaku petani terhadap risiko produksi menurut Mascordi dan de Janvry untuk menganalisis perilaku petani terhadap risiko produksi, dan Aplikasi *Policy Analysis Matrix* untuk menganalisis daya saing usahatani stroberi.

Hasil penelitian menunjukkan : i) usahatani stroberi belum efisien baik secara teknis, ekonomi, maupun alokatif, ii) a. semakin tinggi tingkat pendidikan petani, semakin lama pengalaman usahatani stroberi cenderung menurunkan inefisiensi teknis usahatani stroberi, b. semakin tinggi tingkat pendidikan petani dan semakin lama pengalaman usahatani stroberi cenderung menurunkan inefisiensi biaya usahatani stroberi, iii) peningkatan penggunaan tenaga kerja, pupuk kandang, dan varietas *sweet charlie* akan menurunkan risiko produksi usahatani stroberi, iv) petani stroberi sebagian besar berperilaku enggan terhadap risiko (*risk averter*), v) usahatani stroberi memiliki daya saing kompetitif dan komparatif, vi) a. tidak terdapat hubungan antara efisiensi teknis dan perilaku petani terhadap risiko produksi usahatani stroberi dan b. terdapat hubungan negatif antara efisiensi ekonomi dan perilaku petani terhadap risiko produksi usahatani stroberi, serta vii) terdapat hubungan positif antara efisiensi teknis dan daya saing kompetitif di Kabupaten Purbalingga.

Kata Kunci : Efisiensi, risiko produksi, perilaku risiko, daya saing, usahatani stroberi

ABSTRACT

Strawberry plants are not native to Indonesia, but strawberries are popular in Indonesia. The relatively high demand for strawberries has yet to be fulfilled. This condition provides a good opportunity to develop strawberries in Indonesia. So far, the cultivation of strawberries carried out by farmers is still conventional and is cultivated on a small scale, resulting in production inefficiencies between farmers. Production efficiency is one of the determinants of competitiveness. This study aims to determine: (i) the level of technical, allocative, and economic efficiency of strawberry farming, (ii) factors that influence the level of technical inefficiencies and cost inefficiencies of strawberry farming, (iii) factors that influence the risk of strawberry farming production, (iv) behavior strawberry farmers in the face of production risk, (v) the level of competitiveness of strawberry farming (vi) the relationship between: a) farmer's behavior towards production risk and technical efficiency, and b) farmer's behavior towards production risk and economic efficiency of strawberry farming and (vii) the relationship between technical efficiency and competitive competitiveness of strawberry farming in Purbalingga Regency.

The study was conducted in Karangreja Subdistrict, Purbalingga Regency with the consideration that the area is a center for strawberry production in Central Java Province. Determination of the number of samples of 100 strawberry farmers was carried out by the Slovin method. The stochastic frontier production function for analyzing technical efficiency, the stochastic frontier cost function for analyzing economic efficiency, the relationship between technical efficiency, economic efficiency, and allocative efficiency for analyzing allocative efficiency, risk analysis according to Just and Pope to analyze risk factors, analysis farmer behavior towards production risk according to Mascordi and de Janvry to analyze farmer's behavior towards production risk, and Policy Analysis Matrix Application to analyze the competitiveness of strawberry farming.

The results of the study show: (i) strawberry farming has not been efficient both technically, economically, and allocatively, (ii) a. the higher the level of education of farmers, the longer the experience of strawberry farming tends to reduce the technical inefficiency of strawberry farming, b. the higher the farmer's education level and the longer the experience of strawberry farming tends to reduce strawberry farming cost inefficiency, (iii) the increase in labor use, manure, and sweet charlie varieties will reduce the risk of strawberry farming production, (iv) most strawberry farmers are reluctant to risk behavior (risk averter), (v) strawberry farming has competitive and comparative competitiveness, (vi) a. there is no relationship between technical efficiency and farmer's behavior towards the risk of strawberry farming production and b. there is a negative relationship between economic efficiency and farmer's behavior towards the risk of strawberry farming production, and (vii) there is a positive relationship between technical efficiency and competitive competitiveness in Purbalingga Regency.

Keywords: Efficiency, production risk, risk behavior, competitiveness, strawberry farming