



KAJIAN DAYA SAING INDUSTRI MIKRO, KECIL, DAN MENENGAH AGROINDUSTRI APEL DI KOTA BATU JAWA TIMUR

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ABSTRAK

Kota Batu merupakan salah satu daerah penghasil apel di Jawa Timur. Tidak dipungkiri bahwa tidak semua hasil pertanian memiliki kualitas dan nilai ekonomis yang tinggi sehingga menimbulkan permasalahan. Diharapkan melalui adanya agroindustri dapat berdaya saing sehingga pembangunan di Kota Batu berkembang menjadi lebih baik. Tujuan penelitian ini untuk mengetahui (1) karakteristik dan tipologi agroindustri, (2) menganalisis daya saing agroindustri apel, serta (3) menganalisis strategi untuk meningkatkan daya saing agroindustri apel di kota Batu Jawa Timur.

Penelitian ini menggunakan metode deskriptif kuantitatif. Pengambilan sampel dilakukan secara sensus terhadap 47 pelaku agroindustri apel. Pengambilan data dilakukan melalui observasi dan wawancara terstruktur menggunakan kuesioner. Teknik analisa data untuk tujuan pertama dilakukan menggunakan tabulasi silang dan uji *chi square* melalui spss, tujuan kedua menggunakan matrik GE-McKinsey dan Shell, serta tujuan ketiga menggunakan analisis kombinasi antara SWOT dan AHP.

Hasil penelitian menunjukkan bahwa dari 47 agroindustri, 44,68% berskala mikro dan 55,31 berskala kecil dan menengah. Mayoritas pengusaha berpendidikan rendah, bahan baku berasal dari Kota Batu dan wilayah lain, serta lingkup pemasaran pada tingkat lokal dan nasional. Hasil uji *chi square* antara pendidikan pengusaha dan skala agroindustri menunjukkan nilai 0,596 yang artinya tidak ada perbedaan yang signifikan tingkat pendidikan menurut karakteristik skala industri apel di Kota Batu Jawa Timur. Hasil uji *chi square* antara asal bahan baku menurut skala agroindustri menunjukkan nilai sebesar 0,006 yang artinya ada perbedaan yang signifikan antara asal bahan baku dengan karakteristik skala industri apel di Kota Batu Jawa Timur. Sedangkan hasil *chi square* antara lingkup pemasaran menurut skala agroindustri menunjukkan nilai 0,668 yang artinya tidak ada perbedaan yang signifikan antara lingkup pemasaran dengan karakteristik skala industri apel di Kota Batu Jawa Timur. Berdasarkan klasifikasi tipologi, 17,02% tergolong maju, 34,04% berkembang, dan 48,93% termasuk kategori terbelakang. Hasil klasifikasi daya saing menggunakan matriks GE-McKinsey dan Shell menunjukkan terdapat 40,42% agroindustri tergolong membangun, 19,14% bertahan, dan 40,42% terhenti. Hasil *chi square* antara daya saing menurut skala agroindustri menunjukkan nilai 0,760, artinya tidak terdapat perbedaan yang signifikan daya saing menurut skala industri. Berdasarkan analisis SWOT dan AHP, menghasilkan strategi dengan tiga prioritas pilihan teratas yakni melalui peningkatan standar produk, peningkatan kualitas (pengetahuan) SDM, serta pengoptimalan daya tarik wisata Kota Batu sebagai upaya promosi produk agroindustri.

Kata kunci: *agroindustri, daya saing, Kota Batu*



**STUDY OF MICRO, SMALL, AND MEDIUM INDUSTRY
COMPETITIVENESS APPLE AGROINDUSTRY
IN BATU CITY JAWA TIMUR**

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ABSTRACT

Batu City is one of the apple producing areas in East Java. It is undeniable that not all agricultural products have high quality and economic value, and it's causing any problems. It is hoped that through the existence of agro-industry can be competitive so that development in Batu City will better. The purpose of this study was to (1) determine the characteristics and typology of agroindustry, (2) analyze the competitiveness of apple agroindustry, and (3) analyze strategies to improve the competitiveness of apple agroindustry in Batu, East Java.

This study uses descriptive quantitative methods. Sampling was carried out in a census of 47 apple agroindustry players. Data retrieval is done through observation and structured interviews using a questionnaire. Data analysis techniques for the first purpose were carried out using cross tabulation and chi square, the second goal used the GE-McKinsey and Shell matrix, and the third objective used a combination analysis of SWOT and AHP.

The results of the study showed that of 47 agro-industries, 44,68% were micro scale and 55,31% were small and medium scale. The majority of entrepreneurs are low educated, raw materials come from Batu City and other regions, as well as marketing scope at the local and national level. Chi square test results between the education of entrepreneurs according to agro-industry scale shows a value of 0.596, meaning that there is no significant difference in the level of education according the characteristics of the scale of the apple industry in Batu, East Java. Chi square test results between the origin of raw materials according to agro-industry scale shows a value of 0.006, which means there is a significant difference in the origin of raw materials according to agro-industry scale. While the results of the chi square between the scope of marketing according agro-industry scale shows a value of 0.668, which means there is no significant difference in the scope of marketing according the characteristics of the scale of the apple industry in Batu, East Java. Based on typology classification, 17,02% is classified as advanced, 34,04% developing, and 48,93% is classified as underdeveloped. The results of the competitiveness classification using the GE-McKinsey and Shell matrices showed that there were 40.42% agro-industries classified as constructs, 19.14% surviving, and 40.42% stopping. The result of chi square between competitiveness according to agro-industry scale shows a value of 0.760, meaning that there is no significant difference in competitiveness according to industrial scale. Based on the SWOT and AHP analysis, it produces a strategy with the top three priority choices namely through increasing product standards, improving the quality of human resources, and optimizing the attraction of Batu City tourism as an effort to promote agroindustry products.

Keywords: *agroindustry, competitiveness, Batu City*