

ANALISIS POTENSI DAN STRATEGI PENGEMBANGAN PETERNAKAN SAPI POTONG DI KEPULAUAN BANGKA BELITUNG

INTISARI

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Penelitian ini bertujuan untuk menentukan peta kawasan potensi peternakan dan strategi pengembangan peternakan sapi potong berdasarkan potensi daerah di Kepulauan Bangka Belitung. Penelitian dilakukan dalam dua tahap. Tahap pertama adalah analisis dan pemetaan potensi wilayah dengan metode analisis indeks potensi. Materi penelitian adalah data sekunder yang diperoleh dari Badan Pusat Statistik, Kementerian Pertanian, dan Dinas Pertanian di tingkat Provinsi dan Kabupaten/Kota. Data dianalisis menggunakan metode indeks potensi. Tahap kedua adalah perumusan alternatif strategi dengan metode survey melalui tahapan observasi, *depth interview* dan Focus Group Discussion. Materi penelitian adalah 42 responden yang terdiri dari 14 orang peternak, 5 orang pedagang ternak, 5 orang pegawai Dinas Pertanian Provinsi, dan 18 orang pegawai Dinas yang membidangi fungsi peternakan di kabupaten/kota. Pemilihan responden menggunakan purposive sampling. Analisis data menggunakan analisis SWOT. Hasil pemetaan potensi menunjukkan bahwa potensi sumber daya fisik terbaik dimiliki oleh Kabupaten Bangka. Potensi sumber daya manusia terbaik dimiliki oleh Kabupaten Bangka. Potensi sumber daya sosial terbaik dimiliki oleh Kabupaten Bangka. Potensi infrastruktur terbaik dimiliki oleh Kota Pangkalpinang. Secara keseluruhan, Kabupaten Bangka memiliki nilai indeks total tertinggi dengan kriteria paling potensial, Kota Pangkalpinang dengan indeks total terendah namun masih dengan kriteria cukup potensial. Hasil analisis SWOT menunjukkan empat tipe strategi, yakni S-O, S-T, W-O, dan W-T. Strategi berada di kuadran III, yaitu kebijakan turn over dengan strategi WO (*Weakness-Opportunity*), yakni melalui peningkatan kualitas dan kuantitas SDM sektor pertanian, peningkatan jumlah dan kualitas sapsras pendukung, serta fasilitasi akses permodalan dan kerjasama. Terdapat enam zonasi strategi prioritas pengembangan yang meliputi: 1) Zona prioritas I, sentra produksi dan pengolahan hasil ternak (tahun 2021-2025); 2) Zona prioritas II, integrasi tani ternak (tahun 2023-2024); 3) Zona prioritas III, peternakan di lahan bekas tambang (tahun 2025-2026); 4) Zona prioritas IV, sentra produksi pakan berbasis lokal (tahun 2026-2028); 5) Zona prioritas V, peternakan modern berbasis teknologi (tahun 2029-2030); dan 6) Zona prioritas VI, peternakan berbasis agrowisata (tahun 2029-2030).

Kata kunci : analisis SWOT, indeks potensi, pemetaan potensi, sapi potong, zonasi strategi

POTENCY ANALYZE AND DEVELOPMENT STRATEGY OF BEEF CATTLE IN KEPULAUAN BANGKA BELITUNG

ABSTRACT

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This study aimed to determine a map of potential livestock areas and a strategy for developing beef cattle farms based on the Kepulauan Bangka Belitung potential. The research was conducted in two stages. The first stage was the analysis and mapping of potential areas used the potential index analysis method. The research material was secondary data obtained from the Central Statistics Agency, the Ministry of Agriculture, and the Agriculture Office at the provincial and district/city levels. Data were analyzed using the potential index method. The second stage was the formulation of alternative strategies with a survey method through the stages of observation, depth interviews, and focus group discussions. The research material consisted of 42 respondents consisting of 14 breeders, five livestock traders, five employees of the Provincial Agriculture Service, and 18 staff offices in charge of animal husbandry functions in regencies/cities. The selection of respondents used purposive sampling. Data analysis used a SWOT analysis. The results of the potential mapping show that the best potential physical resources were owned by Bangka. The best potential human resources were owned by Bangka. The best potential social resources were owned by Bangka Regency. Pangkalpinang had the best potential for infrastructure. Overall, Bangka had the highest total index value with the most potential criteria, and Pangkalpinang with the lowest total index but still with quite potential criteria. The SWOT analysis results showed four types of strategies, namely Strength-Opportunity, Strength-Threat, Weakness-Opportunity, and Weakness-Threat. The strategy was in quadrant III, namely the turnover policy with the WO (Weakness-Opportunity) strategy, namely through increasing the quality and quantity of human resources in the agricultural sector, increasing the number and quality of supporting inputs, as well as facilitating access to capital and cooperation. There were six development priority zoning which includes: 1) Priority zone I, centers for production and processing of livestock products (2021-2025); 2) Priority zone II, integration of livestock farming (2023-2024); 3) Priority zone III, livestock on ex-mining land (2025-2026); 4) priority zone IV, local-based feed production centers (years 2026-2028); 5) Priority zone V, modern technology-based livestock (2029-2030); and 6) priority zone VI, agro-tourism based livestock (2029-2030).

Keywords: SWOT analysis, potential index, potential mapping, beef cattle, zonation strategy