

INTISARI

Unit Pengolah Pupuk Organik (UPPO) merupakan salah satu program dari Kementerian Pertanian yang ditujukan untuk kelompok-kelompok tani/ternak agar kelompok tani/ternak tersebut dapat menghasilkan pupuk organik secara mandiri sehingga penggunaan pupuk kimia di lahan pertanian dapat dikurangi dan pembangunan pertanian berkelanjutan dapat terlaksana. Penelitian ini bertujuan untuk: (1) mengetahui kelayakan usaha Unit Pengolah Pupuk Organik (UPPO) di Kabupaten Bantul, (2) merumuskan strategi pengembangan usaha Unit Pengolah Pupuk Organik (UPPO) di Kabupaten Bantul. Metode dasar dalam penelitian ini ialah analisis deskriptif. Pemilihan lokasi dilakukan secara sengaja (*purposive*). Metode pengambilan sampel menggunakan metode sensus dengan total sampel sebanyak 17 kelompok tani/ternak. Alat analisis yang digunakan antara lain *Net Present Value* (NPV), *Internal Rate Return* (IRR), *Net Benefit Cost Ratio* (Net B/C), dan analisis SWOT. Hasil penelitian menunjukkan bahwa pada umur investasi 10 tahun, Unit Pengolah Pupuk Organik (UPPO) di Kabupaten Bantul layak untuk dijalankan karena: (1) nilai NPV sebesar Rp 3.703.914.618,44, (2) nilai IRR sebesar 25%, dan (3) nilai Net B/C sebesar 1,41. Hasil analisis SWOT menunjukkan bahwa Unit Pengolah Pupuk Organik (UPPO) di Kabupaten Bantul berada pada kuadran IV atau posisi *weakness-threat*, sehingga strategi yang sebaiknya diterapkan ialah strategi bertahan (defensif). Strategi defensif dapat dilakukan dengan: (1) perbaikan manajemen kelompok tani/ternak melalui pergantian pengurus serta diseminasi informasi terhadap anggota kelompok tani/ternak, (2) menjalin kerjasama dengan perusahaan besar penghasil pupuk organik granul sebagai pemasok bahan baku (pupuk organik curah), (3) melakukan produksi pupuk organik secara rutin dan perluasan pasar, serta (4) pelatihan dasar-dasar teknologi informasi secara intensif.

Kata kunci: Unit Pengolah Pupuk Organik (UPPO), kelayakan usaha, analisis SWOT

ABSTRACT

Organic Fertilizer Processing Unit (UPPO) is one of the programs of the Ministry of Agriculture that aimed for farmer groups so that the farmer groups can produce organic fertilizer independently, so that the use of chemical fertilizers in agricultural land can be reduced and the development of sustainable agriculture can be done. The purposes of this research are to: (1) analyze business feasibility of Organic Fertilizer Processing Unit (UPPO) in Kabupaten Bantul, (2) formulate development strategy of Organic Fertilizer Processing Unit (UPPO) in Kabupaten Bantul. The basic method of this research is descriptive analysis. Purposive method is used to determine the area. The sampling method used total sampling (census method) from 17 group of farmers. The financial business feasibility and development strategy were analyzed using quantitative method to count Net Present Value (NPV), Internal Rate Return (IRR), Net Benefit Cost Ratio (Net B/C), and SWOT analysis. Results showed that the Organic Fertilizer Processing Unit (UPPO) is feasible, because: (1) NPV obtained at Rp 3.703.914.618,44, (2) IRR obtained at 25%, and (3) Net B/C obtained at 1, 41. The result of SWOT analysis shows that Organic Fertilizer Processing Unit (UPPO) in Kabupaten Bantul is in fourth quadrant (weakness-threat position), so the development strategy should be defensive, that are (1) improve the group management through staff regeneration, (2) cooperating with large company of granulated organic fertilizer as a supplier of raw materials, (3) produce organic fertilizer routinely and market expansion, and (4) basic information technology training intensively.

Keywords: *Organic Fertilizer Processing Unit (UPPO), business feasibility, SWOT analysis*