

ANALISIS DAMPAK KEBIJAKAN HARGA KEDELAI TERHADAP DAYA SAING INDUSTRI TEMPE DI KABUPATEN BANTUL

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ABSTRAK

Pada tahun 2014 kedelai impor yang dipasok ke Indonesia berjumlah 1,96 juta ton, meningkat dari tahun 2013 yaitu 1,78 juta ton karena peningkatan konsumsi tahu dan tempe. Pusat Data dan Informasi Kementerian Pertanian (2014) mencatat konsumsi tempe per kapita per tahun di Indonesia adalah 7,57 kg. Pada tahun 2013, harga kedelai melonjak naik yang menyebabkan aksi mogok produksi oleh produsen tahu dan tempe. Pada tahun yang sama, pemerintah menerbitkan Permendag No.45/M-DAG/PER/8/2013 yang merevisi Permendag No.24/M-DAG/PER/5/2013 tentang ketentuan impor kedelai dalam rangka Stabilisasi Harga Kedelai (SHK). Pemerintah juga mengeluarkan Permendag No.49/M-DAG/PER/9/2013 tentang penetapan harga penjualan kedelai di tingkat produsen tahu/tempe yaitu Rp8.490,- per kg. Pada tahun 2015, terbit Permendag No.49/M-DAG/PER/7/2015 tentang penetapan harga pembelian kedelai di tingkat petani yaitu Rp7.700,- per kg. Pada tahun yang sama, jumlah industri tempe di Kabupaten Bantul menurun dari 69 menjadi 52 industri. Penelitian ini bertujuan untuk mengetahui daya saing (keunggulan komparatif dan kompetitif) serta dampak kebijakan harga kedelai terhadap daya saing industri tempe di Kabupaten Bantul. Lebih lanjut, penelitian ini bertujuan untuk menentukan alternatif kebijakan harga kedelai yang dapat meningkatkan proteksi dan profitabilitas industri tempe.

Metode analisis yang digunakan adalah metode *Policy Analysis Matrix* (PAM). Penelitian diawali dengan mencari kedelai lokal yang diasumsikan sebanding dengan kedelai impor, yaitu kedelai Grobogan. Selain itu, dilakukan survey di pasar tradisional untuk mengetahui harga kedelai lokal dan kedelai impor. Selanjutnya dilakukan pengambilan data biaya produksi dan pendapatan industri tempe melalui wawancara kepada produsen tempe. Data tersebut kemudian diuji dan dianalisis dengan matriks PAM untuk mengetahui daya saing dan dampak kebijakan.

Hasil penelitian menunjukkan bahwa industri tempe di Kabupaten Bantul memiliki keunggulan komparatif dan keunggulan kompetitif, dibuktikan dengan nilai *Privat Cost Ratio* (PCR) sebesar 0,345 dan *Domestic Resource Cost Ratio* (DRCR) sebesar 0,0085 yang lebih kecil dari satu. Jika produsen tempe menggunakan kedelai lokal, maka akan diperoleh nilai PCR sebesar 0,2031. Kebijakan harga kedelai berdampak negatif terhadap daya saing industri tempe karena belum mampu menambah pendapatan produsen tempe dibandingkan tanpa adanya kebijakan. Alternatif kebijakan yang dapat dilakukan agar proteksi dan profitabilitas industri tempe meningkat adalah penetapan harga eceran tertinggi maksimal Rp7.781,78 atau 74,81% dari total biaya produksi untuk 1 kg kedelai; kebijakan *buffer stock* bagi komoditas kedelai dengan BULOG sebagai institusi penyangga agar harga kedelai tidak melampaui harga eceran tertinggi; serta kebijakan menata ulang tataniaga kedelai guna mengantisipasi praktik kartel yang merugikan produsen tempe.

Kata kunci: daya saing, dampak kebijakan, kedelai, tempe, *policy analysis matrix*, Bantul

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ANALYSIS OF SOYBEAN PRICE POLICY IMPACT TO THE COMPETITIVENESS OF TEMPE INDUSTRY IN BANTUL REGENCY

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ABSTRACT

A number of 1.96 million tons soybeans were imported in 2014 to Indonesia, has increased from previous year with the number of 1.78 million tons due to the increased consumption of tofu and tempe, the most popular soybean processed products in the country. Center of Data and Information Ministry of Agriculture (2014) reported that tempe had been consumed 7.57 kg per capita per year in Indonesia. In 2013, caused by price jump of the commodity, production of tofu and tempe had been stopped temporary by the producers. As a response, in the same year, for stabilizing the soybean price, the Indonesian Government issued Permendag No.45/M-DAG/PER/8/2013 to replace Permendag No.24/M-DAG/PER/5/2013, which regulated import procedures. Furthermore, Permendag No.49/M-DAG/PER/9/2013 was issued by the government to set the selling price of soybeans at the level of tofu/tempe producers (IDR 8,490/ kg). Two years later, Permendag No.49/M-DAG/PER/7/2015, which regulates the purchasing price floor of soybeans at the farmer level (IDR 7,700/ kg). Within the same year, we observed that the number of tempe industry in Bantul regency has declined from 69 into 52. Therefore, the research aimed to find out the competitiveness (comparative and competitive advantages) of tempe industry in Bantul regency and its price policy impacts on them, as well as to determine soybean's price policy alternatives that can increase the protection and profitability of tempe industry.

Policy Analysis Matrix (PAM) was used for finding out the competitiveness and impact of the issued policies on the competitiveness of tempe industries. Soybean 'Grobogan' that assumed to have similar size and appearance with imported soybeans, were collected as sample. Survey had been done in traditional market for finding out price of local soybean and imported soybean. Furthermore, production costs and producer revenue were collected, tested and analyzed with PAM.

The result showed that tempe industry in Bantul regency has both comparative and competitive advantages, as shown by Domestic Resource Cost Ratio (DRCR) with the value of 0.0085 and Privat Cost Ratio (PCR) with value of 0,345. If tempe producer use local soybean tempe, PCR value will be 0,2031. Soybean price policy negatively impacts the competitiveness of the tempe industry in Bantul regency because it can not increase the income of tempe producers compared when the policy has been applied. Policy alternatives were proposed in order to increase protection and profitability of tempe industry are: determination of the ceiling price establishment to not exceed (IDR 7,781.78) or 74,81% of total cost production as per 1 kg soybean; buffer stock policy for soybean commodity with BULOG as buffer institution so that soybean price is not contradiction the ceiling price; and rearranging the soybean commerce in order to anticipate the cartel practice that handicap tempe industries.

Keywords: competitiveness, impact of policy, soybeans, tempe, *policy analysis matrix*, Bantul

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