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ANALISIS KEBERLANJUTAN USAHA INDUSTRI RUMAH TANGGA GULA AREN DI KABUPATEN KOLAKA
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INTISARI

Tujuan penelitian ini adalah untuk mengetahui : (1) ketersediaan input untuk industri gula aren; (2) kelayakan industri rumah tangga gula aren secara finansial, ekonomi dan lingkungan; (3) daya saing gula aren di Kabupaten Kolaka; (4) tingkat efisiensi relatif industri rumah tangga gula aren; (5) nilai tambah pengolahan nira aren menjadi gula aren; (6) sistem pemasaran gula aren Kolaka; (7) besar kontribusi industri rumah tangga gula aren terhadap pendapatan petani pengrajin gula; (8) distribusi pendapatan petani pengrajin gula aren dan peranan industri rumah tangga gula aren dalam peningkatan kesejahteraan rumah tangga petani pengrajin gula aren.

Penelitian dilakukan di Kecamatan Wolo Kabupaten Kolaka. Metode pengambilan sampel untuk pengrajin gula aren dilakukan secara *purposive random sampling.* Sampel yang diambil pengrajin gula aren dari kecamatan Wolo sebanyak 72 orang, sedangkan untuk pedagang pengumpul, pedagang pengecer dan pedagang besar digunakan metode *snowball sampling.* Metode analisis data yang digunakan adalah *One Sample t-Test*, *Ordinary Least Square* (OLS), *Extended Benefit Cost-Ratio*, *Policy Analysis Matrix*, *Data Envelopment Analysis,* analisis marjin, *produser share*, dan *monopoly indices*, *Gini Ratio*, perhitungan kontribusi pendapatan dan *Good Service Ratio*.

Hasil penelitian menunjukkan bahwa : (1a) Eksistensi usaha dari sisi ketersediaan input menurut persepsi pengrajin gula aren ketersediaan nira dan ketersediaan modal dalam kategori yang tinggi; (1b) Faktor-faktor yang mempengaruhi produksi nira adalah umur tanaman dan jumlah tenaga kerja. Umur tanaman berpengaruh negatif, sedangkan jumlah tenaga kerja berpengaruh positif; (2) Industri rumah tangga gula aren layak secara finansial, ekonomi dan lingkungan; (3) Industri rumah tangga gula aren di Kabupaten Kolaka memiliki keunggulan kompetitif dan keunggulan komparatif; (4) Berdasarkan hasil analisis dengan menggunakan dua asumsi terlihat asumsi VRS untuk pengrajin yang dianalisis lebih banyak pengrajin efisien dibandingkan asumsi CRS; (5) Nilai tambah yang diterima pengrajin dari pengolahan nira aren menjadi gula aren adalah Rp 696,514 per kilogram; (6) Saluran pemasaran gula aren kolaka efisien disetiap saluran; (7) Faktor-faktor yang mempengaruhi pendapatan industri rumah tangga gula aren adalah harga kapur, harga bahan bakar, dan *dummy* status kepemilkan lahan. Harga kapur dan harga bahan bakar berpengaruh negatif, sedangkan *dummy* status kepemilikan lahan berpengaruh positif; (8) Kontribusi pendapatan pengrajin gula aren tinggi terhadap pendapatan rumah tangga sebesar 78,13 persen; (9) Pendapatan industri rumah tangga gula aren yang membuat distribusi pendapatan pengrajin gula aren di Kabupaten Kolaka lebih merata; (10) Berdasarkan hasil analisis GSR, rumah tangga pengrajin gula aren di Kabupaten Kolaka lebih sejahtera; (11) Industri rumah tangga gula aren di Kabupaten Kolaka memenuhi keberlanjutan usaha,

Kata Kunci: Gula Aren, Keberlanjutan Usaha, *Extended Benefit Cost-Ratio*, *Policy Analysis Matrix*, *DEA*, Distribusi Pendapatan, dan *Good Service Ratio*

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ABSTRACT

Objectives of this research are to study (1) input availability for palm sugar industry, (2) feasibility of palm sugar home industry in financial, economical and environmental aspect, (3) competitiveness of palm sugar in Kolaka regency, (4) relative efficiency of palm sugar home industry, (5) added value of palm sap to be palm sugar, (6) marketing system of palm sugar in Kolaka, (7) contribution of palm sugar home industry to income of sugar producer and (8) income distribution of palm sugar producer and role of palm sugar home industry in increasing household welfare of palm sugar producer.

The research was done in Wolo district of Kolaka regency. Sample was taken using purposive random sampling. Sample of palm sugar producer from Wolo district consist of 72 persons. Meanwhile, for collecting trading, retailing, and whole seller, it used snowball sampling method. Data analytical method in this research was one sample t-test, ordinary Least Square (OLS), Extended Benefit Cost-Ratio, Policy Analysis Matrix, data envelopment analysis, margin analysis, producer share, monopoly indices, Gini ratio, income contribution calculation and good service ratio.

The results indicated that (1a) existence of the business from input availability side according to palm sugar producer sap and capital availability is high; (1b) factors affecting sap production were plan age and amount of labor. Plant age had negative impact, while amount of labor had positive impact. In addition (2) palm sugar home industry was feasible in financial, economical and environmental aspects. (3) Palm sugar home industry in Kolaka has competitive advantage and comparative advantage. (4) Based on analysis using two assumptions, VRS assumption for more efficient palm sugar producer were more than that for CRS assumption. (5) Based on review by palm sugar producer added value of palm sap processing to be palm sugar was Rp 696.51 per kilogram. (6) Marketing channel of Kolaka palm sugar was efficient in each channel. (7) Factors affecting palm sugar home industry were calcium price, firewood price, and dummy right of land. Calcium price and firewood price affected negatively, while dummy right of land had positive effect. (8) Contribution of palm sugar producer to household income was high (78.13%) (9) Income of palm sugar home industry make income of palm sugar producer in Kolaka regency was distributed evenly. (10) Based on GSR analysis, palm sugar producer households in Kolaka regency were more welfare. (11) Palm sugar home industry in Kolaka regency met business sustainability.

Keywords: palm sugar, business sustainability, extended Benefit Cost-Ratio, Policy Analysis Matrix, DEA, income distribution, and Good Service Ratio