

**ANALISA PELAKSANAAN PROGRAM PENGOLAHAN PEMASARAN
HASIL PERTANIAN (PPHP) UNIT PENGOLAHAN HASIL
FERMENTASI KAKAO**
**(Studi Kasus : *Kelompok Tani Saiyo Kelurahan Balai Gadang Kecamatan Koto
Tengah Kota Padang*)**

ABSTRAK

Dalam rangka meningkatkan kualitas dan mutu kakao, pemerintah melaksanakan program Pengolahan Pemasaran Hasil Pertanian (PPHP) Unit Pengolahan Hasil Fermentasi Kakao berbasis kelompok tani. Penelitian ini bertujuan mendeskripsikan profil Kelompok Tani, Menganalisis pelaksanaan Program Unit Pengolahan Hasil (UPH) Fermentasi Kakao dan Mengidentifikasi faktor internal dan eksternal yang mempengaruhi pelaksanaan Program Unit Pengolahan Hasil (UPH) Fermentasi Kakao. Metode penelitian yang digunakan adalah metode deskriptif kualitatif. Data pada penelitian ini diperoleh melalui informan kunci dan responden penelitian. Hasil penelitian menunjukkan bahwa Kelompok Tani Saiyo Kelurahan Balai Gadang Kecamatan Koto Tengah Kota Padang, aktif pada tahun 2012 hingga tahun 2014, setelah itu tidak lagi aktif dalam menjalankan kegiatan kelompok tani, disebabkan karena adanya masalah internal antar pengurus sehingga pengurus Kelompok Tani Saiyo tidak lagi menjalankan kegiatan program secara bersama sama. Pelaksanaan Program Unit Pengolahan Hasil (UPH) Fermentasi Kakao di Kecamatan Koto Tengah Kota Padang berpedoman kepada petunjuk pelaksanaan (Juklak) karena tidak ada petunjuk teknis (Juknis). Faktor internal dan eksternal yang mempengaruhi pelaksanaan Program Unit Pengolahan Hasil (UPH) Fermentasi Kakao di Kecamatan Koto Tengah Kota Padang oleh Kelompok Tani Saiyo adalah hasil produksi kakao yang semakin menurun dikarenakan kondisi tanaman yang terserang hama serta faktor harga kakao fermentasi yang tidak sesuai.

Kata kunci: *Kelompok Tani, program, kakao*



**ANALYSIS OF IMPLEMENTATION OF AGRICULTURAL PRODUCTS
PROCESSING MARKETING PROGRAM (PPHP) ON COCOA
FERMENTATION PROCESSING UNIT**

**(Case Study: Saiyo Farmers Group in Balai Gadang Village, Koto Tengah
Sub-district, Padang City)**

ABSTRACT

In order to improve the quality of cocoa, the government implemented the Agricultural Product Processing Marketing Program (PPHP) in which Cocoa Fermentation Processing Unit was based on farmers group. This study aimed to describe the profile of farmers group, to analyze the implementation of program in the cocoa fermentation processing unit, and to identify the internal and external factors that affected the implementation of program in the processing unit of cocoa fermentation. The research method used was descriptive qualitative method. Data in this study was obtained through key informants and survey respondents. The results showed that Saiyo farmers' group in Balai Gadang Village of Koto Tengah sub-district, Padang City was active from 2012 to 2014 after which it was no longer an active farmers group due to an internal conflict in the board which caused the board of Saiyo farmers group did not compact in running activities of program together. The implementation of program in the cocoa fermentation processing unit in Koto Tengah sub-district of Padang City was guided by the implementation guidelines without technical guidelines. Internal and external factors that affect the implementation of the program in Cocoa Fermentation Processing Unit in sub-districts of Koto Tengah, Padang City by Saiyo farmers group were decreasing cocoa production due to pests attack on cocoa plant and inappropriate price of fermented cocoa.

Keywords: *Farmer Group, Program, Cocoa.*

