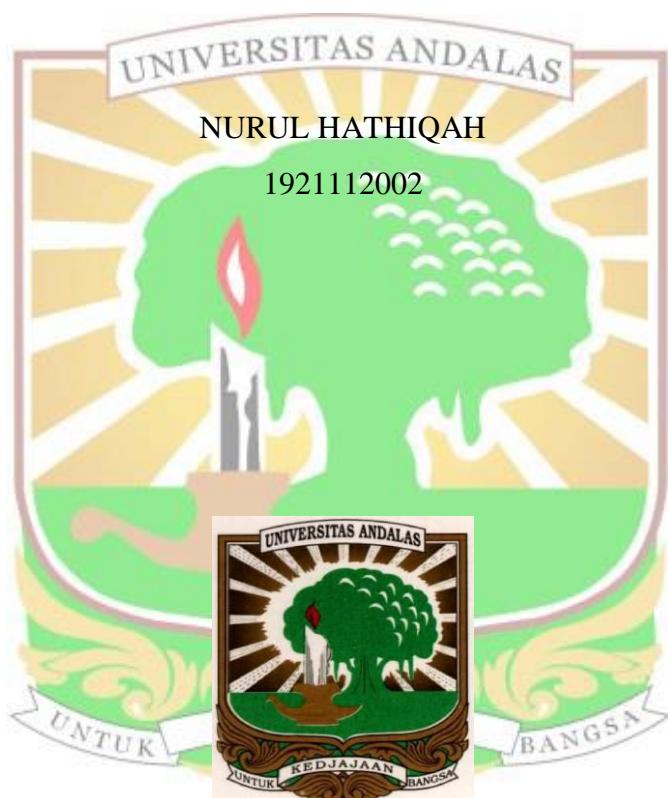


STRATEGI PENGEMBANGAN AGROINDUSTRI TRADISIONAL DADIAH  
SKALA RUMAH TANGGA DI PROVINSI SUMATERA BARAT

Tesis



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# **STRATEGI PENGEMBANGAN AGROINDUSTRI TRADISIONAL DADIAH SKALA RUMAH TANGGA DI PROVINSI SUMATERA BARAT**

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## **Abstrak**

Penelitian ini bertujuan 1) mengidentifikasi peta agroindustri, 2) menganalisis teknologi pengolahan, 3) mengidentifikasi bahan baku, proses, dan produk, 4) mengidentifikasi preferensi konsumen, 5) membandingkan nilai tambah yang diperoleh dari olahan susu kerbau menjadi dadiah, 6) mendapatkan posisi dan strategi pengembangan agroindustri dadiah di Provinsi Sumatera Barat. Pelaksanaan penelitian dilakukan di Provinsi Sumatera Barat dengan pemilihan lokasi secara sengaja atau *purposive sampling* dengan mempertimbangkan lokasi pada lima sentra agroindustri. Responden ditentukan dengan cara sengaja (*purposive sampling*) berdasarkan tingkat kepentingan, jumlah responden sebanyak 75 orang yaitu pengusaha dadiah, pakar peneliti, lembaga pendukung, dan panelis preferensi konsumen. Hasil penelitian pada pemetaan lima sentra agroindustri dadiah tersebar pada lima sentra agroindustri, yaitu di 1) Kabupaten Agam terdapat di Jorong Lambah, Jorong Sianok, dan Jorong Pandam Gadang Ranggo Malai, 2) Kabupaten Lima Puluh Kota terdapat di Jorong Lareh Nan Panjang, 3) Kabupaten Tanah Datar terdapat di Jorong Minang Jaya, Jorong Tanjung Bonai, dan Guguak Sikabu, 4) Kabupaten Sijunjung terdapat di Jorong Pamuatan Barat, 5) Kabupaten Solok terdapat di Jorong Bawah Gunuang dan Jorong Aie Sunsang. Penggunaan teknologi pada setiap sentra agroindustri mengolah menggunakan teknologi secara sederhana. Melalui Proses fermentasi terjadi disebabkan perubahan karbohidrat, protein dan lemak mengakibatkan susu kerbau menggumpal menjadi dadiah. Kontribusi *Techoware*, *Humanware*, *Inforware*, dan *Orgaware* (THIO) kondisi sangat rendah. Kabupaten Solok tertinggi volume bahan baku dan produk sebesar 747,67 ml/tabung, panjang bambu 65,22 cm dan diameter 6,71 cm, lama fermentasi 72 jam dan pH tertinggi bersifat asam sebesar 5,27. Kadar air tertinggi di Kabupaten Tanah Datar, dan total koloni BAL tertinggi di Kabupaten Agam sebesar  $8,1 \times 10^9$  disebabkan proses produksi teknik fermentasi spontan menggunakan starter dadiah.

PREFERENSI konsumen 100% responden mengenal dadiah, 40% responden sangat suka dadiah tetapi jarang atau sulit dalam mendapatkan, frekuensi konsumsi dadiah rendah sebanyak 25% mengkonsumsi 1 x 1 bulan, 50% mengkonsumsi dalam bentuk ampiang dadiah, dan 100% setuju dengan pengembangan produk dadiah. Rasio nilai tambah dengan kategori tinggi pada setiap sentra, tertinggi di Kabupaten Sijunjung sebesar 89,83. Tingkat keuntungan kategori tinggi pada setiap sentra, tertinggi terdapat di Kabupaten Sijunjung sebesar Rp 69.948,25/bulan. Posisi strategis agroindustri dadiah di Provinsi Sumatera Barat berada pada sel V yakni *growth* konsentrasi melalui integrasi horizontal. Posisi ini menunjukkan bahwa produk dadiah yang menjadi produk unggulan agroindustri yang dikembangkan produk atau jasa. Strategi pengembangan produk dadiah di Provinsi Sumatera Barat dengan cara promosi, mengembangkan olahan dadiah yang memiliki umur simpan yang lama, penetapan harga yang murah dari pesaing, pengurusan perizinan untuk dapat memperluas pasar.

Kata Kunci : Agroindustri Dadiah, Nilai Tambah, Preferensi Konsumen, SWOT.

# **DADIAH TRADITIONAL AGROINDUSTRY DEVELOPMENT STRATEGY IN HOME SCALE IN WEST SUMATRA PROVINCE**

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## ***Abstract***

*This study aims to 1) identify agro-industry distribution maps, 2) analyze processing technology, 3) identify raw materials, processes, and products, 4) identify consumer preferences, 5) compare the added value obtained from processed buffalo milk into dadiah, 6) obtain position and development strategy of dadiah agro-industry in West Sumatra Province. The implementation of the research was carried out in West Sumatra Province by choosing the location intentionally or purposive sampling taking into account the location of the five agro-industrial centers. Respondents were determined intentionally (purposive sampling) based on the level of importance, the number of respondents was 75 people, namely dadiah entrepreneurs, expert researchers, supporting institutions, and consumer preference panelists. The results of the research on the mapping of the five dadiah agro-industry centers are spread across five agro-industry centers, namely in 1) Agam Regency is in Jorong Lambah, Jorong Sianok, and Jorong Pandam Gadang Ranggo Malai, 2) Lima Puluh Kota Regency is in Jorong Lareh Nan Panjang, 3) Tanah Datar Regency is located in Jorong Minang Jaya, Jorong Tanjung Bonai, and Guguak Sikabu, 4) Sijunjung Regency is located in Jorong Pamuatan Barat, 5) Solok Regency is located in Jorong Bawah Gunuang and Jorong Aie Sunsang. Mastery of technology in each agro-industry center processes using simple technology for generations by means of fermentation which is known from generation to generation. The fermentation process occurs due to changes in carbohydrates, proteins and fats causing buffalo milk to coagulate into dadiah. Contribution Techware, Humanware, Inforware, and Orgaware (THIO) very low condition. In Solok Regency, the highest volume of raw materials and products was 747.67 ml/tube, bamboo length was 65.22 cm and diameter was 6.71 cm, fermentation time was 72 hours and the highest pH was acidic at 5.27. The highest water content was in Tanah Datar Regency, and the highest total LAB colonies were in Agam Regency at  $8.1 \times 10^9$  due to the production process of spontaneous fermentation technique using starter dadiah.*

*Consumer preferences 100% of respondents know dadiah, 40% of respondents really like dadiah but it is rare or difficult to get, the frequency of dadiah consumption is low as much as 25% consumes 1 x 1 month, 50% consumes in the form of ampiang dadiah, and 100% agrees with the development of dadiah products .The ratio of added value to the high category in each center, the highest in Sijunjung Regency is 89.83. The level of profit in the high category at each center, the highest was in Sijunjung Regency of IDR 69,948.25/month. The strategic position of the dadiah agro-industry in West Sumatra Province is in cell V namely growth concentration through horizontal integration. This position indicates that the dadiah product is the superior product of the agro-industry for which the product or service is being developed. The strategy for developing dadiah products in West Sumatra Province is through promotion, developing processed dadiah that has a long shelf life, setting prices that are cheap from competitors, arranging licensing to be able to expand the market.*

**Keywords:** Dadiah Agroindustry, Added Value, Consumer Preference, SWOT.