

**ANALISIS USAHATANI DAN PEMASARAN
BENGGUANG (*Pachyrhizus erosus*) DI KOTA PADANG**

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Abstrak

Penelitian ini bertujuan untuk mendeskripsikan teknik budidaya serta masalah yang dihadapi petani dalam pelaksanaan usahatani bengkuang dan menganalisis pendapatan dan keuntungan usahatani serta mendeskripsikan pemasaran dan permasalahan usahatani bengkuang di Kota Padang. Penelitian ini dilaksanakan dari tanggal 12 April sampai dengan 11 Mei 2018. Metode penelitian yang digunakan adalah metode survei dengan analisis data kuantitatif dan kualitatif. Hasil penelitian menunjukkan bahwa pelaksanaan budidaya bengkuang yang dilakukan petani belum sesuai dengan teknik budidaya bengkuang yang dianjurkan oleh literatur. Permasalahan yang dihadapi petani dalam usahatani bengkuang yaitu, penggunaan bibit, pemupukan, pemeliharaan, motivasi petani serta kurangnya peran pemerintah. Usahatani bengkuang ini layak diusahakan, berdasarkan perhitungan ratio penerimaan dan biaya didapatkan hasil R/C sebesar 1,15/Ha/MT. Penerimaan Rp. 35.276.322/Ha/MT dengan total biaya Rp. 30.654.217,83/Ha/MT sehingga pendapatan yang diperoleh adalah Rp. 23.156.725/Ha/MT dengan keuntungan Rp. 4.622.104,17/Ha/MT. Lembaga yang terlibat dalam proses pemasaran bengkuang ini yaitu petani, pedagang pengumpul dan pedagang pengecer sebelum bengkuang sampai kepada konsumen. Berdasarkan hasil perhitungan, total margin pemasaran sebesar Rp 4.600 dengan nilai EPs sebesar 10,38. Berdasarkan hasil penelitian adapun saran yang diberikan yaitu: petani melakukan budidaya bengkuang sesuai dengan yang dianjurkan literatur serta pemerintah memberikan penyuluhan yang intensif dan mempromosikan bengkuang padang agar lebih dikenal masyarakat.

Kata Kunci : *Bengkuang, Usahatani, Pemasaran, Pendapatan, Keuntungan*

ECONOMIC AND MARKETING ANALYSIS OF BENGKUANG (*Pachyrhizus erosus*) IN CITY OF PADANG

Abstract

The aims of this study are to describe the cultivation techniques of Bengkuang applied by farmers in Padang as well as their obstacles in running Bengkuang farming, to analyze farmers' revenue and profit from the farming, and to examine the marketing of Bengkuang as well as the farming problems in Padang. This research was conducted from 12 April to 11 May 2018 and was designed as a survey. The finding shows that the cultivation technique of Bengkuang applied by the farmers was not meet the cultivation technique recommended by the literature. Furthermore, there are some obstacles faced by farmers in running Bengkuang farming, such as the utilization of seeds, fertilization, maintenance, motivation of farmers and the lack of government role. Moreover, the research finds that the value of R/C of Bengkuang farming was 1.15 / Ha / MT which means Bengkuang farming is feasible to be implemented in Padang. Meanwhile the revenue and profit gained by the farmers during the research period respectively were Rp. 23.156.725 / Ha / MT and Rp. 4,622,104.17 / Ha / MT. Furthermore, the institutions involved in the marketing process of Bengkuang in Padang are farmers, wholesalers and retailers. Based on the marketing analysis, the total marketing margin of Bengkuang was Rp 4,600 and the value of marketing efficiency (Eps) was 10.38. Based on the findings, farmers should apply the recommended cultivation technique of Bengkuang, and the government should provide extension activities regarding Bengkuang as well as promotes Bengkuang of Padang to a wider market.

Keywords: *bengkuang, farming, marketing, cultivation techniques, revenue, profit*