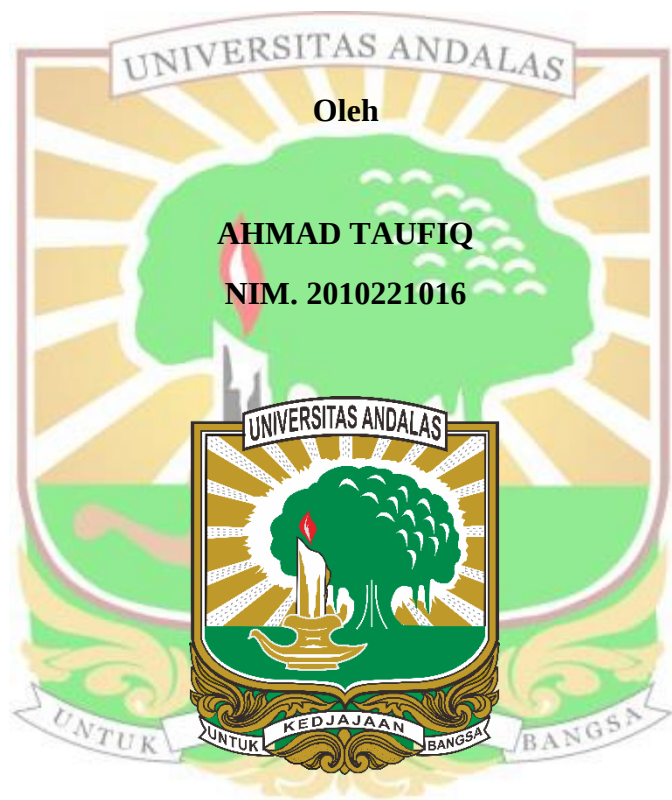


**STRATEGI PENGEMBANGAN USAHATANI PADI DI
KELURAHAN LAMBUNG BUKIT KECAMATAN PAUH
KOTA PADANG**

SKRIPSI



**FAKULTAS PERTANIAN
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STRATEGI PENGEMBANGAN USAHATANI PADI DI KELURAHAN LAMBUNG BUKIT KECAMATAN PAUH KOTA PADANG

Abstrak

Tanaman padi merupakan salah satu sumber makanan pokok penduduk Indonesia yang paling banyak dibubidayakan. Pertanian padi masih memberikan kontribusi nyata meskipun menghadapi tekanan alih fungsi lahan dan keterbatasan ruang. Penelitian ini bertujuan untuk menganalisis faktor internal dan eksternal yang mempengaruhi usahatani padi serta merumuskan strategi pengembangannya di Kelurahan Lambung Bukit, Kecamatan Pauh, Kota Padang. Pendekatan penelitian menggunakan metode deskriptif kualitatif melalui studi kasus dengan teknik pengumpulan data berupa observasi, wawancara, dan kuesioner kepada petani, Balai Penyuluhan Pertanian (BPP), serta Dinas Pertanian Kota Padang. Analisis dilakukan menggunakan Matriks Internal Factor Evaluation (IFE), External Factor Evaluation (EFE), Strengths-Weaknesses-Opportunities-Threats (SWOT), dan Quantitative Strategic Planning Matrix (QSPM). Hasil penelitian menunjukkan skor IFE sebesar 2,62 dan EFE sebesar 2,39 yang menempatkan usahatani pada posisi sedang dalam memanfaatkan kekuatan dan menghadapi tantangan eksternal. Lima strategi berhasil dirumuskan dengan prioritas utama Membentuk koperasi tani atau lembaga simpan pinjam (STAS = 6,49), diikuti dengan membangun sistem pemasaran berbasis komunitas (STAS = 6,47) dan mengoptimalkan kelompok tani sebagai institusi formal dan wadah komunikasi (STAS = 5,94). Rekomendasi penelitian mencakup pembentukan koperasi tani atau lembaga simpan pinjam, serta peningkatan pada intensitas pelatihan dan pendampingan teknologi pertanian.

Kata kunci: Usahatani padi, Strategi Pengembangan, SWOT, QSPM



RICE FARMING DEVELOPMENT STRATEGY IN LAMBUNG BUKIT SUBDISTRICT, PAUH DISTRICT, PADANG CITY

Abstract

Rice is one of the most widely cultivated staple foods in Indonesia. Rice farming continues to make a significant contribution despite facing pressure from land conversion and limited land. This study aims to analyze the internal and external factors influencing rice farming and to formulate development strategies for Lambung Bukit Village, Pauh District, Padang City. The research used a qualitative descriptive method through case studies, with data collected through observation, interviews, and questionnaires with farmers, the Agricultural Extension Center (BPP), and the Padang City Agriculture Office. The data were analyzed using the Internal Factor Evaluation (IFE) Matrix, External Factor Evaluation (EFE) Matrix, Strengths-Weaknesses-Opportunities-Threats (SWOT) Matrix, and Quantitative Strategic Planning Matrix (QSPM). The results of the study show an IFE score of 2.62 and an EFE score of 2.39, placing the farming business in a moderate position in terms of utilizing its strengths and facing external challenges. Five strategies were successfully formulated with the main priority being the formation of farmer cooperatives or savings and loan institutions (STAS = 6.49), followed by the development of a community-based marketing system (STAS = 6.47) and the optimization of farmer groups as formal institutions and communication forums (STAS = 5.94). The research recommendations include establishing farmer cooperatives or savings and loan institutions, as well as increasing the intensity of training and assistance in agricultural technology.

Keywords: Rice farming, development strategy, SWOT, QSPM

