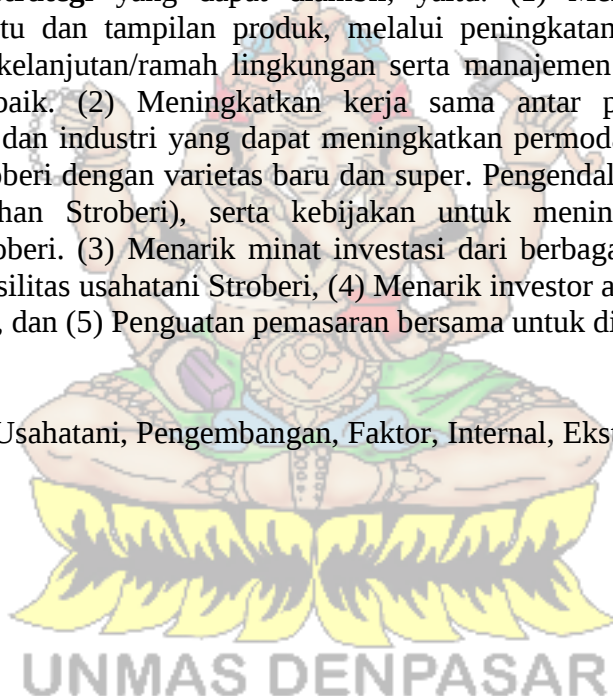


ABSTRAK

Tanaman stroberi merupakan salah satu komoditas hortikultura yang memiliki nilai ekonomi penting di Indonesia. Desa Pancasari, Kecamatan Sukasada, Kabupaten Buleleng merupakan salah satu desa yang memiliki usahatani stroberi di Bali. Tujuan dari penelitian ini adalah untuk (1) menganalisis bagaimana kondisi faktor internal dan eksternal Pengembangan usahatani Stroberi, dan (2) menganalisis bagaimana strategi pengembangan stroberi di Desa Pancasari Kecamatan Sukasada Kabupaten Buleleng. Penelitian ini dilakukan pada bulan September sampai Oktober 2021, dengan jumlah responden sebanyak 30 petani. Hasil penelitian menunjukkan bahwa usahatani Stroberi di Desa Pancasari memiliki skor kekuatan sebesar 1,91 dan skor kelemahan sebesar 0,82, sedangkan skor peluang sebesar 1,85 dan skor ancaman sebesar 0,79. Usahatani stroberi di Desa Pancasari berada dalam kondisi **pertumbuhan yang agresif dengan alternative strategi** yang dapat diambil, yaitu: (1) Meningkatkan efisiensi produksi, mutu dan tampilan produk, melalui peningkatan kualitas penerapan pertanian berkelanjutan/ramah lingkungan serta manajemen promosi pemasaran yang lebih baik. (2) Meningkatkan kerja sama antar pemerintah terutama kelembagaan dan industri yang dapat meningkatkan permodalan usahatani untuk budidaya Stroberi dengan varietas baru dan super. Pengendalian alih fungsi lahan pertanian (lahan Stroberi), serta kebijakan untuk meningkatkan nilai tukar pertanian Stroberi. (3) Menarik minat investasi dari berbagai pihak untuk dapat menambah fasilitas usahatani Stroberi, (4) Menarik investor agroindustri berbahan baku Stroberi, dan (5) Penguatan pemasaran bersama untuk distribusi Stroberi.

Kata Kunci: Usahatani, Pengembangan, Faktor, Internal, Eksternal, Stroberi



ABSTRACT

Strawberry is one of the horticultural commodities that have important economic value in Indonesia. Pancasari Village, Sukasada District, Buleleng Regency is one of the villages that has strawberry farming in Bali. The purpose of this study was to (1) analyze how the conditions of internal and external factors were for developing strawberry farming, and (2) analyzing how the strawberry development strategy was in Pancasari Village, Sukasada District, Buleleng Regency. This research was conducted from September to October 2021, with a total of 30 farmers as respondents. The results showed that Strawberry farming in Pancasari Village had a strength score of 1.91 and a weakness score of 0.82, while the opportunity score was 1.85 and the threat score was 0.79. Strawberry farming in Pancasari Village is in an aggressive growth condition with alternative strategies that can be taken, namely: (1) Improving production efficiency, quality and product appearance, through improving the quality of sustainable/environmentally friendly agricultural implementation and better management of marketing promotions. (2) Increasing cooperation between governments, especially institutions and industry that can increase farm capital for the cultivation of Strawberries with new and super varieties. Control over the conversion of agricultural land (Strawberry land), as well as policies to increase the exchange rate of Strawberry agriculture. (3) Attracting investment interest from various parties to be able to add Strawberry farming facilities, (4) Attracting agro-industry investors made from Strawberries, and (5) Strengthening joint marketing for Strawberry distribution.

Keywords: *Farming, Development, Factors, Internal, External, Strawberry*

