

ABSTRAK

ANALISIS KELAYAKAN USAHATANI PRODUSEN BENIH KELAPA SAWIT BERSERTIFIKAT PADA KELOMPOKTANI SUMBER PANGAN DI KABUPATEN MUARO JAMBI (Neli Oktaviani dibawah bimbingan Prof. Dr. Ir. Zulkifli Alamsyah, M.Sc. dan Dr. Ir. Rozaina Ningsih, S.P., M.Si.)

Kelompoktani Sumber Pangan di Kecamatan Mestong, Kabupaten Muaro Jambi, merupakan salah satu pelaku usaha mikro yang aktif dalam pembibitan kelapa sawit di Provinsi Jambi. Sebagai pelaku usaha skala kecil, kelompoktani ini berperan penting dalam mendukung ketersediaan benih kelapa sawit, meskipun dihadapkan pada berbagai tantangan seperti persaingan dengan produsen besar, keterbatasan modal, serta persyaratan sertifikasi. Penelitian ini bertujuan untuk: (a) mendeskripsikan gambaran umum usahatani pembibitan kelapa sawit di Kelompoktani Sumber Pangan; dan (b) menganalisis kelayakan usahatannya dengan menggunakan pendekatan analisis kelayakan usaha (R/C ratio). Penelitian dilakukan secara purposive di Kabupaten Muaro Jambi dengan metode sensus terhadap seluruh anggota kelompoktani. Data primer dikumpulkan melalui wawancara dan observasi, sedangkan data sekunder diperoleh dari instansi terkait. Hasil penelitian menunjukkan bahwa Kelompoktani Sumber Pangan memperoleh rata-rata penerimaan sebesar Rp 557.357.143 per hektar per siklus produksi, dengan total biaya produksi Rp 245.682.758. Pendapatan bersih yang diperoleh sebesar Rp 311.674.385 menghasilkan nilai R/C ratio sebesar 2,27. Nilai R/C yang lebih besar dari 1 mengindikasikan bahwa usaha pembibitan kelapa sawit oleh kelompoktani ini layak secara finansial untuk dikembangkan. Oleh karena itu, usaha pembibitan kelapa sawit skala mikro ini memiliki prospek keberlanjutan yang baik dan dapat dijadikan model pengembangan industri perbenihan di tingkat petani swadaya di Provinsi Jambi.

Kata Kunci : Kelayakan Usahatani, Pembibitan Kelapa Sawit, Kelompoktani, R/C Ratio.

ABSTRACT

FEASIBILITY ANALYSIS OF CERTIFIED OIL PALM SEED PRODUCER FARMING IN THE SUMBER PANGAN FARMERS GROUP, MUARO JAMBI REGENCY (Neli Oktaviani under the guidance of Prof. Dr. Ir. Zulkifli Alamsyah, M.Sc. and Dr. Ir. Rozaina Ningsih, S.P., M.Si.)

In Jambi Province, one notable example of a micro-enterprise engaged in oil palm seedling production is Kelompoktani Sumber Pangan, located in Mestong District, Muaro Jambi Regency. As a micro-scale agribusiness, this group strives to sustain its operations and contribute to the supply of oil palm seedlings amid various challenges, including intense competition from large-scale producers, limited access to capital, and complex certification requirements. Despite its contributions to improving seedling availability, the long-term sustainability of its operations necessitates further evaluation, particularly in terms of farm business feasibility. This study aims to assess whether a micro-scale seedling enterprise such as Kelompoktani Sumber Pangan can operate sustainably and generate sufficient profit for its members. The specific objectives are: (a) to describe the agribusiness profile of Kelompoktani Sumber Pangan in Muaro Jambi Regency, and (b) to analyze the feasibility of its oil palm seedling operations. The research was conducted in Jambi Province using a purposive sampling approach. The subject of the study is Kelompoktani Sumber Pangan, a licensed and pioneering micro-scale oil palm seedling producer recognized in the region. Primary data were collected through interviews and direct observations, while secondary data were obtained from relevant institutions. A census technique was used to gather data from all group members involved in seedling activities. Data were analyzed using qualitative descriptive methods to outline the business profile and quantitative analysis to assess feasibility, employing the Revenue-to-Cost (R/C) ratio. The results indicate that the group achieves an R/C ratio of 2.27, demonstrating economic feasibility. With a production output of 12,857 seedlings per hectare per cycle and an average income of IDR 311,674,385 per hectare per cycle, the business yields substantial profits. These findings suggest that Kelompoktani Sumber Pangan's micro-scale seedling enterprise is economically viable and has strong potential to serve as a model for sustainable micro-agribusiness in the seedling sector of Jambi Province.

Keywords: Farm Business Feasibility, Oil Palm Seedling, Farmer Group, R/C Ratio.