ANALISIS SWOT KETAHANAN PANGAN MASYARAKAT PETANI SAYUR KECAMATAN BATURITI

Oleh

Ni Luh Putu Yunita Suatri Dewi, Nim 2217011057

Jurusan Ekonomi dan Akuntansi

ABSTRAK

Ketahanan pangan rumah tangga petani sayur di Kecamatan Baturiti menghadapi tekanan berupa penurunan luas panen, fluktuasi produksi, kenaikan biaya input, dan persaingan pasokan antardaerah Penelitian ini bertujuan mengidentifikasi kekuatan, kelemahan, peluang, ancaman, serta merumuskan strategi penguatan ketahanan pangan. Pendekatan yang digunakan ialah deskriptif kualitatif. Informan dipilih melalui purposive sampling dan snowball sampling, sedangkan data dikumpulkan melalui observasi, wawancara, kuesioner, dan dokumentasi. Analisis memanfaatkan matriks IFAS, EFAS, diagram SWOT, serta triangulasi sumber. Hasil menunjukkan kekuatan utama berupa lahan budidaya yang memadai dan keterampilan petani; kelemahan mencakup keterbatasan modal dan teknologi. Dukungan pemerintah serta permintaan pasar menjadi peluang, sedangkan perubahan cuaca dan persaingan antardaerah menjadi ancaman. Titik koordinat SWOT sebesar (0,99; 0,89) menempatkan strategi dalam kuadran agresif. Strategi tersebut diharapkan menjaga pendapatan, akses pangan, dan stabilitas konsumsi keluarga petani secara berkelanjutan.

Kata kunci : ketahanan pangan; petani sayur; IFAS; EFAS; analisis SWOT

SWOT ANALYSIS OF FOOD SECURITY OF VEGETABLE FARMING COMMUNITIES IN BATURITI DISTRICT

By

Ni Luh Putu Yunita Suatri Dewi, 2217011057

Economic and Accounting Department

ABSTRACT

Vegetable-farming households in Baturiti District face food-security pressures from declining harvested area, fluctuating output, rising input costs, and competition from supplies outside the district. This study aims to identify strengths, weaknesses, opportunities, and threats and to formulate strategies for strengthening household food security. A descriptive qualitative approach was employed. Informants were selected through purposive and snowball sampling, while data were gathered through observation, interviews, questionnaires, and documentation. The analysis combined IFAS and EFAS matrices, a SWOT diagram, and source triangulation. Findings show that adequate cultivation land and farmers' skills are the main strengths, whereas limited capital and agricultural technology are the principal weaknesses. Government support and strong market demand provide opportunities, while weather changes and interregional competition pose threats. SWOT coordinates of (0.99; 0.89) place the case in the aggressive quadrant. This strategy is expected to maintain income, food access, and consumption stability for farming families in a sustainable manner.

Keywords *: food security; vegetable farmers; IFAS; EFAS; SWOT analysis*