STRATEGI PENGEMBANGAN KOMODITAS UNGGULAN SUBSEKTOR TANAMAN PERKEBUNAN DI KABUPATEN BULELENG

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ABSTRAK

Penelitian ini dilaksanakan di Kabupaten Buleleng dengan tujuan 1) mengetahui komoditi unggulan subsektor perkebunan apa sajakah yang ada pada masing-masing kecamatan, 2) mengetahui strategi pengembangan komoditas unggulan subsektor perekebunan di Kabupaten Buleleng. metode analisis data yaitu Location Quotient (LQ), Shift Share, dan Analisis SWOT. Data yang digunakan yaitu nilai produksi tahun 2014-2019. Hasil penelitian 1) komoditi dengan nilai LQ>1: Kecamatan Gerokgak: kelapa dalam, kakao, tembakau virginia, dan jambu mete; Seririt: kelapa dalam, cengkeh, kakao, tembakau virginia, jambu mete; Busungbiu: kelapa hibrida, kopi robusta, cengkeh, kakao; Banjar: kopi robusta, kopi arabika, cengkeh, aren; Sukasada: kopi robusta, kopi arabika, cengkeh, tembakau virginia, aren; Buleleng: kelapa dalam, kelapa hibrida, tembakau virginia, jambu mete; Sawan: kelapa dalam, kopi robusta, kopi arabika, aren; Kubutambahan: kelapa dalam, kelapa hibrida, kopi arabika, cengkeh, kakao, jambu mete, lada, aren; Tejakula: kelapa dalam, kelapa hibrida, cengkeh, kakao, jambu mete, lontar. 2) Strategi pengembangan membentuk relasi, meningkatkan kualitas, pemanfaatan secara optimal, membangun gudang, meningkatkan SDM.

Kata Kunci: Analisis SWOT, Komoditi Unggulan, Shift Share, dan Location Quotient

This research was conducted in Buleleng Regency with the aim of 1) knowing the superior commodities of the plantation sub-sector in each district, 2) knowing the strategy for developing superior commodities in the plantation sub-sector in Buleleng Regency. Data analysis methods are Location Quotient (LQ), Shift Share, and SWOT Analysis. The data used is the production value in 2014-2019. Results of the study 1) Commodities with an LQ

value> 1: Gerokgak District: deep coconut, cocoa, virginia tobacco, and cashew nuts; Seririt: deep coconut, cloves, cocoa, virginia tobacco, cashew nuts; Busungbiu: hybrid coconut, robusta coffee, cloves, cocoa; Banjar: robusta coffee, arabica coffee, cloves, sugar palm; Sukasada: robusta coffee, arabica coffee, cloves, virginia tobacco, palm sugar; Buleleng: deep coconut, hybrid coconut, virginia tobacco, cashew nuts; Sawan: deep coconut, robusta coffee, arabica coffee, sugar palm; Kubutambahan: deep coconut, hybrid coconut, arabica coffee, cloves, cocoa, cashew nuts, pepper, sugar palm; Tejakula: deep coconut, hybrid coconut, clove, cocoa, cashew nuts, lontar. 2) Development strategies to form relationships, improve quality, optimal use, build warehouses, and improve human resources.