

EVALUASI TINGKAT HUBUNGAN KEMITRAAN ANTARA CV. TANI ORGANIK MERAPI (TOM) DENGAN PETANI SAYURAN ORGANIK DI SLEMAN YOGYAKARTA

Fasta Argadinata

Dibimbing oleh Daru Retnowati dan Ni Made Suyastiri YP

ABSTRAK

Penelitian ini bertujuan (1) mendeskripsikan pola kemitraan antara CV. Tani Organik Merapi (TOM) dengan petani sayuran organik mitra, (2) melakukan evaluasi tingkat hubungan kemitraan antara CV. Tani Organik Merapi (TOM) dengan petani sayuran organik. Metode dasar penelitian adalah deskriptif, metode pelaksanaan adalah survei, metode penentuan lokasi adalah *purposive* dan metode pengambilan responden adalah sampling jenuh. Teknik analisis data yang digunakan adalah deskriptif dan penilaian skor menggunakan Keputusan Menteri Pertanian Nomor 944/Kpts/OT.210/10/1997 tentang pedoman penetapan tingkat hubungan kemitraan usaha pertanian. Hasil penelitian menunjukkan bahwa (1) pola kemitraan antara CV Tani Organik Merapi dengan petani sayuran organik mitra adalah pola kemitraan kerjasama operasional agribisnis (KOA), pihak petani masih menyediakan operasional produksi seperti lahan, modal, tenaga kerja, pupuk organik, pestisida dan herbisida organik serta benih sedangkan pihak CV. TOM memberi jaminan kepastian pasar, kestabilan harga, dan kontinuitas pembelian produk petani mitra serta menyediakan bimbingan teknis atau pelatihan dari budidaya hingga pasca panen bagi petani mitra yang membutuhkan. (2) evaluasi tingkat hubungan kemitraan CV Tani Organik Merapi dengan petani sayuran organik mitra memperoleh skor 838,75 dari 1000 (Kemitraan Prima Utama) dimana ini berarti hubungan tingkat kemitraan usaha ini sudah sangat baik dan harus dipertahankan bahkan ditingkatkan.

Kata kunci: Kemitraan, Evaluasi Kemitraan, Sayuran Organik

EVALUATION OF PARTNERSHIP RELATION BETWEEN CV. TANI ORGANIK MERAPI (TOM) WITH ORGANIC VEGETABLE FARMERS, SLEMAN, YOGYAKARTA

Fasta Argadinata

Supervised by Daru Retnowati and Ni Made Suyastiri YP

ABSTRACT

The purposes of this study were (1) to describe the partnership system between CV. Tani Organik Merapi (TOM) with organic vegetables farmers, (2) to evaluate the implementation of partnership level between CV. Tani Organik Merapi (TOM) with organic vegetables farmers. This research using a descriptive method, the implementation using a survey, and determine location uses purposive method, and respondents are taken by using saturated sampling. The data analysis used descriptive with assessment scores was taken from the Decree of the Minister of Agriculture No. 944/Kpts/OT.210/10/1997 about guidelines for determining the relationship level of agricultural business partnerships. The results of the study showed (1) the partnership system between CV. Tani Organik Merapi with organic vegetable farmers was a relationship system namely agribusiness operational cooperation partnership (KOA), in which the farmers still provide production operations such as land, stock, labor, organic fertilizer, organic pesticides, herbicides, and seeds. Meanwhile, CV. Tani Organik Merapi gave a market guarantee, stability of price, and purchasing of products from partners and provide technical training from cultivation to post-harvest to partner farmers for those who need it. (2) the evaluation system of partnership between CV. Tani Organik Merapi and organic vegetables farmers obtained a score of 838.75/1000 (Kemitraan Prima Utama), which means that the relationship level of business partnership was very good and must be maintained or increased.

Keywords: Partnership, Evaluation of Partnership, Organic Vegetables