

**BINTARI ROCHIM**, 2021. Strategi Pengembangan Usaha Produksi Benih Padi Dalam Mendukung Program 1000 Desa Mandiri Benih Di Desa Tambalan Kecamatan Pleret Kabupaten Bantul. Dibawah bimbingan Teguh Kismatoroadji dan Nanik Dara Senjawati.

### **ABSTRAK**

Penelitian bertujuan : 1. Menganalisis pengelolaan produksi benih padi, 2. Menganalisis kemandirian dalam pengembangan usaha produksi benih padi, 3. Menganalisis strategi pengembangan usaha produksi benih padi dalam mendukung program 1000 DMB. Penelitian menggunakan jenis penelitian kuantitatif dengan pendekatan metode studi kasus. Penentuan lokasi dan responden penelitian ditentukan secara *purposive*. Penelitian dilaksanakan di kelompok tani Manunggal Desa Tambalan Kecamatan Pleret Kabupaten Bantul, pada bulan November – Desember 2020. Responden penelitian terdiri pengurus penangkar benih, pengurus sarana dan prasarana serta anggota penangkar benih Kelompok Tani Manunggal. Jenis data yang dikumpulkan adalah data primer dan sekunder. Pengumpulan data dilakukan dengan metode wawancara, *focus group discussion*, observasi dan dokumentasi. Analisis pengelolaan dan kemandirian dilakukan dengan metode deskriptif mengacu pada kegiatan program 1000 DMB. Sedangkan analisis strategi pengembangan usaha dilakukan dengan menggunakan matriks Internal-Eksernal, matriks *SWOT*, dan *QSPM*. Hasil penelitian menunjukkan : 1. Pengelolaan pada dimensi pengawasan nilai indeks persentase 42,0% dan kriteria pengelolaan dijalankan baik indeks persentase 68,88%, 2. Tingkat kemandirian tertinggi pada dimensi intelektual nilai indeks persentase 39,60% dan kriteria kemandirian dijalankan cukup baik dengan indeks persentase 58,88%, 3. Strategi pengembangan usaha produksi benih padi dalam mendukung program 1000 DMB dengan strategi prioritas yaitu penetrasi pasar dengan memperbesar pertumbuhan pasar yang ada (*existing fix market*).

Kata kunci: Pengelolaan, Kemandirian, Strategi, Program 1000 DMB.

**BINTARI ROCHIM**, 2020. *Rice Seed Production Development Strategy in The Program Of 1,000 Desa Mandiri Benih (Seed-Independent Village) In Tambalan Village, Pleret Sub-District, Bantul Regen. Under direction by Teguh Kismantoroadji and Nanik Dara Senjawati.*

### **Abstract**

*The study aimed at 1. Analyzing the management of rice seed production, 2. Analyzing the independence in developing the rice seed production business, 3. Analyzing the strategy of rice seed production business development the program of 1000 Desa Mandiri Benih (seed-independent villages). The research was conducted descriptively by case study method with purposively determined location and respondents. The research was conducted in manunggal farmer group of Tambalan village in Pleret sub-district of Bantul district, in November – December 2020. The research respondents consisted of seed breeders, facilities and infrastructure managers as well as members of seed breeders of manunggal farmer groups. The types of data collected are primary and secondary data. Data collection is conducted by interview method, focus group discussion, observation and documentation. Management and independence analysis is done by descriptive method by referring to 1000 DMB program activities. While the analysis of business development strategy is done using Internal-External matrix, SWOT matrix, and QSPM. The results showed that: 1. The results of the highest management analysis were on the dimension of monitoring, the index value was 42.0%, and the management criteria were executed properly, the percentage index was 68.88%, 2. The results of the highest independence analysis were on the intellectual dimension, the percentage index value was 39.60% and the criteria for independence are run quite well with a percentage index of 58.88%, 3. The strategy for developing a rice seed production business in supporting the 1000 DMB program with a priority strategy is market penetration by increasing the growth of the existing market (existing fixed market).*

*Keywords: management; independence; strategy; the program of 1000 DMB*