

DEA RAHMA YUSITA. 2026. Analisis Komoditas Unggulan Subsektor Hortikultura Sayur dan Buah Semusim Berdasarkan Hasil Produksi Di Kabupaten Magelang. Pembimbing Budi Widayanto

ABSTRAK

Kabupaten Magelang merupakan salah satu daerah penghasil komoditas hortikultura terutama tanaman sayur dan buah semusim. Penelitian ini bertujuan untuk 1) Menganalisis komoditas basis tanaman hortikultura sayur dan buah semusim 2) Menganalisis daya saing dan perubahan struktur pertumbuhan 3) Menganalisis komoditas unggulan 4) Menganalisis pengkhususan dan penyebaran komoditas unggulan. Penelitian ini menggunakan pendekatan kuantitatif dengan data sekunder berupa hasil produksi dan harga komoditas di Kabupaten Magelang dan Provinsi Jawa Tengah tahun 2019-2023. Pengambilan data menggunakan metode dokumentasi dan studi pustaka. Teknik analisis yang digunakan yaitu *Location Quotient*, *Shift Share Analysis*, *Overlay*, Kuosien Spesialisasi dan Kuosien Lokalisasi. Hasil penelitian diperoleh bahwa (1) Komoditas basis subsektor hortikultura sayur dan buah semusim di Kabupaten Magelang terdapat 14 komoditas dari 26 komoditas. (2) Komoditas hortikultura sayur dan buah semusim di Kabupaten Magelang yang memiliki daya saing tinggi ada 15 komoditas serta komoditas dengan struktur pertumbuhan progresif ada 8 komoditas dari 26 komoditas. (3) Komoditas unggulan tanaman hortikultura sayur dan buah semusim antara lain Cabai Besar, Cabai Rawit, Stroberi, Terung dan Tomat. (4) Komoditas unggulan tidak terspesialisasi dan persebarannya merata di Kabupaten Magelang.

Kata kunci: Hortikultura, Komoditas, Produksi, Semusim, Unggulan

DEA RAHMA YUSITA. 2026. *Analysis of Leading Commodities in the Seasonal Vegetable and Fruit Horticulture Subsector Based on Production Output in Magelang Regency. Under direction by Budi Widayanto*

ABSTRACT

Magelang Regency was one of the regions that produced horticultural commodities, particularly seasonal vegetables and fruits. This study aimed to: 1) analyze the base commodities of seasonal vegetable and fruit horticulture; 2) analyze competitiveness and changes in growth structure; 3) analyze leading commodities; and 4) analyze the specialization and distribution of leading commodities. This study employed a quantitative approach using secondary data on production output and commodity prices in Magelang Regency and Central Java Province from 2019 to 2023. Data collection utilized documentation and literature review methods. The analytical techniques employed include the Location Quotient, Shift-Share Analysis, Overlay Analysis, Specialization Quotient, and Localization Quotient. The results of the study indicated that (1) Among the 26 commodities in the seasonal vegetable and fruit horticulture subsector in Magelang Regency, 14 were base commodities. (2) Among the seasonal vegetable and fruit horticultural commodities in Magelang Regency, 15 had high competitiveness, and 8 exhibited a progressive growth pattern out of the 26 total commodities. (3) The leading seasonal vegetable and fruit horticultural commodities included large chili peppers, bird's eye chili peppers, strawberries, eggplants, and tomatoes. (4) These leading commodities were not specialized and distributed throughout Magelang Regency.

Keywords: *Commodities, Horticulture, Leading, Production, Seasonal*