

ABSTRAK

SUMEDI. Strategi Pengembangan Agribisnis Benih Jamur Tiram di Balai Pengembangan Perbenihan Tanaman Pangan dan Hortikultura (BP2TPH) Ngipiksari Yogyakarta. Dibawah bimbingan NANIK DARA SENJAWATI dan BUDI WIDAYANTO

Tujuan yang ingin dicapai dari penelitian ini adalah (1) menganalisis trend produksi benih jamur Tiram di Balai Pengembangan Perbenihan Tanaman Pangan dan Hortikultura (BP2TPH) Ngipiksari, Yogyakarta, (2) menganalisis Faktor – faktor Lingkungan Internal dan Faktor – faktor Lingkungan Eksternal yang mempengaruhi strategi pengembangan agribisnis benih jamur tiram di Balai Pengembangan Perbenihan Tanaman Pangan dan Hortikultura (BP2TPH) Ngipiksari, Yogyakarta, dan (3) merumuskan dan memformulasikan strategi pengembangan agribisnis benih jamur tiram yang dipilih oleh Balai Pengembangan Perbenihan Tanaman Pangan dan Hortikultura (BP2TPH) Ngipiksari, Yogyakarta. Metode analisis yang digunakan adalah Deskriptif dengan analisis Trend, analisis IFE, EFE dan analisis SWOT. Hasil analisis 1. Trend produksi benih jamur tiram di Balai Pengembangan Perbenihan Tanaman Pangan dan Hortikultur (BP2TPH) Ngipiksari, Yogyakarta memiliki arah yang negatif yang berarti bahwa trendnya mengalami penurunan pada tahun-tahun mendatang. 2. Analisis Lingkungan Internal berdasar matrik IFE terdapat skor sebesar 3,578 yang berarti secara internal BP2TPH Ngipiksari Yogyakarta berada dalam kondisi baik dan kuat. Adapun dari matrik EFE terdapat skor 3,097 yang berarti secara eksternal BP2TPH Ngipiksari, Yogyakarta cukup merespon adanya peluang dan ancaman yang ada. 3. Sedangkan dari hasil analisis SWOT BP2TPH Ngipiksari berada pada strategi SO yakni meningkatkan kapasitas maksimum produksi benih jamur tiram untuk memenuhi permintaan pasar dan peluang ekspor, mempertahankan dan terus meningkatkan kualitas benih jamur tiram untuk mendukung sebagai pusat benih / mycelium bank dan memperluas jaringan pemasaran melalui kerjasama dengan pemerintah dan pihak swasta.

Kata Kunci : Strategi Pengembangan, Benih jamur tiram.

ABSTRACT

SUMEDI. The Agribusiness Development Strategy of Oyster Mushroom Seed in Centre of Food Corps And Holticulture Nursery Development (BP2TPH) Ngipiksari Yogyakarta. Under guidance of NANIK DARA SENJAWATI and BUDI WIDAYANTO.

The objective of this research are (1) to analyze the trend of oyster mushroom seed in the Centre of Food Corps And Holticulture Nursery Development (BP2TPH) Ngipiksari Yogyakarta, (2) to analyze the internal and external environmental factors which affect the agribusiness strategy development of oyster mushroom in the Centre of Food Corps And Holticulture Nursery Development (BP2TPH) Ngipiksari Yogyakarta, and (3) to devise and formulate the agribusiness strategy development of oyster mushroom choosen by the Centre of Food Corps And Holticulture Nursery Development (BP2TPH) Ngipiksari Yogyakarta. The analysis method used here are Descriptive analysis, combined with Trend, IFE, EFE, and SWOT analysis. 1. the production trend of oyster mushroom production in the Centre of Food Corps And Holticulture Nursery Development (BP2TPH) Ngipiksari Yogyakarta has a negative tendency which means that in the next years it tend to decrease. 2. The Internal Environment Analysis based on IFE matrix showed score 3.578 which means that the Centre of Food Corps And Holticulture Nursery Development (BP2TPH) Ngipiksari Yogyakarta is in good and strong condition internally. While the EFE matrix showed the score 3.097 which means that externally, the Centre of Food Corps And Holticulture Nursery Development (BP2TPH) Ngipiksari Yogyakarta has responded sufficiently to the existing opportunities and threats. 3. SWOT analysis showed that the Centre of Food Corps And Holticulture Nursery Development (BP2TPH) Ngipiksari Yogyakarta is in SO strategy i.e. : increasing the maximal production capacity of the oyster mushroom seed to meet the market demands and export opportunities; keeping and improving the quality of the oyster mushroom seed in order to sustain this institution as a seed centre/mycelium bank; and expanding the marketing network by cooperating with the government's and private parties.

Keywords: Development Strategy, Oyster Mushroom seed