

**STUDI KOMPARATIF KELAYAKAN USAHA DAN PENERAPAN
SUBSISTEM AGRIBISNIS DI KELOMPOK TANI SUMBER REJEKI I
DAN SUMBER MAKMUR KECAMATAN KRANGGAN
KABUPATEN TEMANGGUNG**

*(Comparative Study Of Business Worthiness And Agribusiness Subsystem Application In
Group Of Farmers Sumber Rejeki I And Sumber Makmur Kranggan, Temanggung Regency)*

Y.Hariyanto^{*}, Suharti^{*}

ABSTRACT

The objectives of the research are: (1) to know the agribusiness worthiness in group of farmers Sumber Rejeki I and Sumber Makmur Sanggrahan village, Kranggan sub-district, Temanggung regency, (2) to know the agribusiness subsystem application in group of farmers Sumber Rejeki I dan Sumber Makmur Sanggrahan village, Kranggan sub-district, temanggung regency, (3) to compare business worthiness and agribusiness subsystem application in group of farmers Sumber Rejeki I and Sumber Makmur.

The materials in the research are business worthiness and agribusiness subsystem application. Data collecting used is questionnaire and basic method applied in this study is description. The method in taking samples or deciding the respondent uses purposive sampling and it will be continued by simple random sampling to decide each of 30 respondents. Technique of collecting data uses interview, observation, and recording, while data analysis to know agribusiness application uses observation and recording the activities done there namely subsystem of production facilities supply (agro input), production subsystem (agro product), subsystem of processing and output industry (agro industry), subsystem of product marketing (agro marketing) and institutional subsystem of supporting activity (agro supporting). While to know the agribusiness worthiness economically uses analysis of farm business such as analysis of net profit of farm business (NP or Net profit), break event point (BEP), return on investment (ROI) benefit or cost ration (B/C ration)

The result of the research shows that (1) the analysis result of farm business financially reaches Rp.1.742.441,67 for Sumber Rejeki I group and Rp.840.933,33 for Sumber Makmur group with BEP around Rp.5.989.250,00 for Sumber Rejeki I group and Rp.6.287.250,00 for Sumber Makmur group. ROI for Sumber Rejeki I reaches 8.69% and 6.34% for Sumber Makmur group, and B/C ratio for Sumber Rejeki I is 1.09 and 1 for Sumber Makmur group. Generally both Sumber Rejeki I and Sumber Makmur in the term of managing beef cattle livestock business does not indicate that there is the application of agribusiness management correctly and properly although individually especially the member of Sumber Rejeki I group, most of them apply agribusiness management (especially livestock grounded in a group's cage).

Key words: business worthiness, agribusiness subsystem application.

** Staf pengajar Sekolah Tinggi Penyuluhan Pertanian Magelang*

DAFTAR PUSTAKA

- Gulo, W. 2004. *Metodologi Pertanian*. Gramedia. Jakarta.
- Hasan, Iqbal. 2002. *Pokok-Pokok Materi Statistik (Statistik Deskriptif)*. Bumi Aksara. Jakarta.
- Milles dan Huberman. 1992. *Analisa Data Kualitatif*. UI Press. Jakarta.
- Purwanto, Joko. 2005. Faktor-Faktor Sosial Ekonomi yang Mempengaruhi Persepsi Petani Tembakau Terhadap Kredit Bank Rakyat Indonesia (BRI) di Kecamatan Selo Kabupaten Solotigo. *Skripsi* Fakultas Pertanian Universitas Sebelas Maret. Surakarta. Unpublished.
- Singarimbun, M dan Effendi S. 1989. *Metode Penelitian Survey*. LP3ES Jakarta.
- Soekartawi. 1993. *Analisis Usaha Tani*. Universitas Indonesia Press Jakarta.
- Surakhmad, W. 1994. *Metode Ilmiah Penelitian, Metode dan Teknik Penelitian*. Tarsito Bandung.

