

Strategi pengembangan pangan lokal berbasis ubi kayu dalam mendukung ketahanan pangan di Kabupaten Batang = Development strategic for local food based on cassava to support of food security in Batang District

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Abstrak

Tesis ini membahas tentang strategi pengembangan pangan lokal berbasis ubi kayu dalam mendukung ketahanan pangan di Kabupaten Batang. Penelitian ini bertujuan untuk mengetahui potensi pengembangan pangan lokal ubi kayu dan mencari alternatif strategi pengembangan pangan lokal ubi kayu dalam mendukung ketahanan pangan di Kabupaten Batang. Metode yang digunakan adalah deskriptif kuantitatif dengan pendekatan analisis SWOT (Strengths, Weakness, Opportunities, Treaths). Analisis deskriptif dilakukan dengan memaparkan potensi pengembangan ubi kayu dalam mendukung ketahanan pangan di Kabupaten Batang. Sementara Analisis SWOT dilakukan untuk mencari alternatif strategi pengembangan pangan lokal berbasis ubi kayu dalam mendukung ketahanan pangan di Kabupaten Batang.

Hasil penelitian menunjukkan bahwa perkembangan ubi kayu di Kabupaten Batang selama tahun 2008-2012 mengalami tingkat penurunan luas panen sebesar -9,21% dan produksi sebesar -18,31%, tetapi potensi pengembangan ubi kayu masih mampu untuk dikembangkan lebih baik lagi. Berdasarkan analisis SWOT menunjukkan bahwa faktor kekuatan bernilai 2,20 dan faktor peluang bernilai 1,95, sehingga Grand Strategy berada di Kuadran I. Kuadran I berarti strategi SO (Strategi Agresif), yaitu strategi menggunakan seluruh kekuatan dan memanfaatkan peluang sebesar-besarnya. Selanjutnya urutan prioritas strategi terpilih adalah: (1) pengembangan kapasitas produksi ubi kayu, (2) pengembangan mutu dan keragaman pangan ubi kayu, (3) peningkatan citra pangan tradisional ubi kayu, (4) peningkatan keberdayaan dan partisipasi masyarakat.

.....This thesis discusses the development strategic for local food based on cassava to support of food security in Batang District. This studies aim to determine for development potential and seek development strategies alternative of local food based on cassava in support of food security in Batang. The method was used quantitative descriptive, approached by SWOT (Strengths Weakness Opportunities Treaths) analysis. Descriptive analysis describe development potential of cassava to support of food security in Batang District. While the SWOT analysis was used to find alternative strategies local food based on cassava to support of food security in Batang District.

The results showed that the development of cassava in Batang District during 2008-2012 has decreased harvested area was -9.21% and production was - 18.31%, but potential for cassava development is still able to be developed better. Based on the SWOT analysis shows that the Strengths factor was 2.20 and Opportunities factor was 1.95, so the Grand Strategy was in Quadrant I. Quadrant I means SO strategy (Aggressive Strategy), its strategy uses all the Strenghts and take Opportunities as large possible. Furthermore, the order of priority for selected strategies are: (1) development of cassava production capacity, (2) development of food quality and diversity of cassava, (3) image enhancing of cassava traditional food, (4) increasing the empowerment and participation.