

ABSTRAK

Skripsi dengan judul “Analisis Strategi Pengembangan Usaha Bibit Benih Mentimun Guna Pemberdayaan Ekonomi Masyarakat Di Kecamatan Tugu Kabupaten Trenggalek” ditulis oleh Munasaroh Fajar Nurmitasari, NIM 17402163053, Pembimbing Ahmad Budiman M.S.I.

Mentimun merupakan salah satu jenis tanaman sayuran semusim Holtikultura yang terus diminati oleh masyarakat. Sayuran buah yang sangat mudah dijumpai serta memiliki banyak manfaat dan harga relative murah sehingga menjadi daya tarik di masyarakat. Untuk itu permintaan sayur buah mentimun terus meningkat di pasaran. Semakin meningkatnya permintaan maka produksi mentimun pun meningkat. Banyak masyarakat memulai untuk membudidayakan mentimun khususnya benih. Dengan peluangnya, usaha bibit benih mentimun diharapkan mampu membangun kesejahteraan ekonomi masyarakat secara merata.

Penelitian ini dilakukan dengan tujuan untuk merumuskan strategi pengembangan usaha pembibitan yang tepat diterapkan petani di Desa Gondang dan menganalisis strategi yang dihasilkan guna pemberdayaan ekonomi masyarakat di Desa Gondang Kecamatan Tugu, serta mengetahui kendala dan solusi yang dihadapi saat mengembangkan usaha bibit benih mentimun di Desa Gondang Kecamatan Tugu Kabupaten Trenggalek.

Teknik analisis data penelitian ini menggunakan Analisis SWOT dengan mengidentifikasi faktor-faktor internal maupun eksternal yaitu kekuatan, kelemahan, peluang dan ancaman dari usaha bibit benih mentimun di Desa Gondang. Pendekatan penelitian yang digunakan adalah pendekatan kualitatif deskriptif.

Hasil dari penelitian ini menunjukkan bahwa 1) Strategi yang tepat diterapkan petani yaitu strategi SO (*Strength dan Opportunity*). 2) Posisi usaha bibit benih mentimun berada pada kuadran I yang menunjukkan bahwa usaha pembibitan benih mentimun kuat dan berpeluang. Dengan menerapkan strategi agresif dimana ada kekuatan yang dimaksimalkan untuk memanfaatkan peluang yang dapat digunakan dalam mengembangkan kualitas usaha bibit benih mentimun melalui kemitraan. Pelaksanaan pemberdayaan ekonomi petani di Desa Gondang melalui Kemitraan pabrik dengan masyarakat (petani) meliputi pengenalan usaha bibit benih mentimun, pelatihan untuk menambah pengalaman dan pengetahuan petani tentang pengolahan tanaman serta hama tanaman. Dengan berkembangnya usaha benih mentimun membawa dampak positif yaitu membuka lapangan pekerjaan yang berpengaruh meningkatkan pendapatan ekonomi masyarakat.

Kata kunci: Benih Mentimun, Strategi Pengembangan Usaha, Pemberdayaan Ekonomi Masyarakat, Analisis SWOT

ABSTRACT

Thesis entitled “Analysis of Cucumber Seeds Business Development Strategy for Community Economic Empowerment in Tugu District, Trenggalek Regency” was written by Munasaroh Fajar Nurmitasari, NIM 17402163053, Advisor: Ahmad Budiman M.S.I.

Cucumber is one type of seasonal Horticultural vegetable crop that continues to be in demand by the community. Fruit vegetable is very easy to find and have many benefits and for the price is relatively cheap so that they become an attraction in the community. Therefore, the demand for cucumber fruit vegetable continues to increase in the market. The increasing demand, the cucumber production also increases. Many people started to cultivate cucumber, especially seeds. With this opportunity, the cucumber seeds business are expected to be able to develop the economic welfare of the community equally.

This research was conducted with the purpose of formulating a nursery development strategy that is appropriate for farmers in Gondang Village and to analyze the resulting strategies for community economic empowerment in Gondang Village, Tugu District, and to find out the obstacles and solutions faced when developing cucumber seeds business in Gondang Village, Tugu District, Trenggalek Regency.

The data analysis technique used in this research was SWOT analysis by identifying internal and external factors, those were the strengths, weaknesses, opportunities and threats of the cucumber seeds business in Gondang Village. The research approach used was a descriptive qualitative approach.

The results of this study indicated that 1) the appropriate strategy applied by farmers was the SO (Strength and Opportunity) strategy. 2) The position of cucumber seeds business in the Gondang village, Tugu district was in the quadrant I which indicated that the cucumber seed nursery business was strong and there were opportunities. By implementing an aggressive strategy where there was maximized strength to take advantage of opportunities that can be used in developing the quality of cucumber seeds business through partnerships. The implementation of economic empowerment for farmers in Gondang Village through factory partnerships with the community (farmers) included the introduction of cucumber seeds business, training to increase farmers' experience and knowledge about crop processing and plant pests. With the development of the cucumber seeds business, it has a positive impact, that was by opening up jobs that will increase the economic income of the community.

Keywords: *Cucumber Seeds, Business Development Strategy, Community Economic Empowerment, SWOT Analysis.*