

ABSTRAK

KAUTSAR ASMARANDHANI ISHAK. 2026. Analisis Daya Saing Jagung di Desa Bunter Kecamatan Sukadana Kabupaten Ciamis. **Rian Kurnia dan Saepul Aziz.**

Penilaian daya saing usahatani perlu membedakan kinerja finansial yang terbentuk pada harga pasar aktual dan kinerja ekonomi yang dihitung berdasarkan harga sosial. Penelitian ini bertujuan menganalisis struktur biaya dan penerimaan pada kedua tingkat harga tersebut serta menilai keunggulan kompetitif dan komparatif usahatani jagung di Desa Bunter, Kecamatan Sukadana, Kabupaten Ciamis. Penelitian menggunakan pendekatan kuantitatif deskriptif analitis dengan *Policy Analysis Matrix* (PAM) sederhana. Data primer diperoleh dari 68 petani yang dipilih melalui *simple random sampling* dari populasi 207 petani, sedangkan data sekunder digunakan untuk menetapkan harga sosial *input* dan output. Pada harga privat, penerimaan mencapai Rp483.560.000, biaya *input tradeable* Rp110.975.800, biaya *input non-tradeable* Rp136.729.391, dan pendapatan Rp235.854.809. Nilai PCR sebesar 0,367 menunjukkan bahwa usahatani memiliki keunggulan kompetitif. Pada harga sosial, penerimaan sebesar Rp410.058.880, biaya *input tradeable* Rp264.761.957 biaya *input non-tradeable* Rp136.729.391, dan pendapatan Rp8.567.532. Nilai DRCR sebesar 0,941 menunjukkan adanya keunggulan komparatif. Temuan ini menunjukkan bahwa usahatani jagung memberikan keuntungan pada kondisi pasar aktual dan tetap menghasilkan pendapatan positif ketika dinilai menggunakan harga sosial. Daya saing perlu dipertahankan melalui penggunaan *input* yang lebih tepat, pengendalian kehilangan hasil, perbaikan penanganan pascapanen, dan penguatan akses pemasaran.

Kata kunci: daya saing, usahatani jagung, *Policy Analysis Matrix* (PAM), keunggulan komparatif, keunggulan kompetitif.

ABSTRACT

KAUTSAR ASMARANDHANI ISHAK. 2026. *Analysis of Maize Competitiveness in Bunter Village, Sukadana District, Ciamis Regency.* **Rian Kurnia and Saepul Aziz.**

An assessment of farm competitiveness should distinguish financial performance shaped by prevailing market prices from economic performance assessed at social prices. This study aimed to analyse cost and revenue structures under both price regimes and to assess the competitive and comparative advantages of maize farming in Bunter Village, Sukadana District, Ciamis Regency. A quantitative descriptive-analytical approach was adopted using a simplified Policy Analysis Matrix (PAM). Primary data were collected from 68 farmers selected through simple random sampling from a population of 207, while secondary data were used to establish the social prices of inputs and output. At private prices, revenue amounted to IDR 483,560,000, with tradable and non-tradable input costs of IDR 110,975,800 and IDR 136,729,391, respectively, resulting in a profit of IDR 235,854,809. The PCR of 0.367 indicates a competitive advantage. At social prices, revenue totalled IDR 410,058,880, while tradable and non-tradable input costs amounted to IDR 264,761,957 and IDR 136,729,391, respectively, yielding a profit of IDR 8,567,532. The DRCR of 0.941 indicates a comparative advantage. Although both ratios were below one, the competitive advantage was considerably stronger, whereas the comparative advantage remained narrow because the DRCR was close to unity. These findings show that maize farming remains profitable under prevailing market conditions and continues to generate a positive return when assessed at social prices. Competitiveness should be maintained through more appropriate input use, reduced production losses, improved post-harvest handling, and stronger market access.

Keywords: competitiveness, maize farming, Policy Analysis Matrix, comparative advantage, competitive advantage.