

SUMMARY

EKA NURJATI. Analysis of Shallot Competitiveness in Pati Regency, Central Java. Supervised by IDQAN FAHMI SITI JAHROH.

Shallot is one of horticulture commodities which obtains huge interest on national level in the period 2015 to 2019. In addition, it is also strategic horticulture commodities in national level. Pati Regency is one of regencies in Central Java which is prospective to cultivate. However, there are several problems, for example production and productivity decreased in 2012 to 2015. The other problems is small of production scale and few of shallot farming in Pati Regency. Shallot farming competes to commodities farming others in Pati Regency. Except shallot farming, the main farming in Pati Regency is rice farming. To take on globalization era, farmers should increase the competitiveness. Consequently, analysis of shallot competitiveness to rice farming in Pati Regency has to be conducted.

The data were taken on October, 2017. Farming data were taken in three sub-districts in Pati Regency. There were Wedarijaksa, Jaken, and Batangan. The marketing data were taken in Pati, Semarang, and Jakarta. The Farmers were taken by interview with 33 farmers chosen by *convenience sampling*. The marketing actors were taken by interview chosen by *snowball sampling*. Production factors, technical, economic, and allocative efficiency were analysed by *Frontier 4.1*. Analysis of *B/C Ratio*, benefit risk, marketing margins and distribution of marketing margins were analysed by *Microsoft Excell*.

The result of *Stochastic Frontier Cobb-Douglas* showed that several inputs influence significantly to shallot and rice production. The inputs influencing significantly to shallot production were land, seeds, organic fertilizer, and labour and the inputs influencing significantly to rice production were land, seeds, and organic fertilizer. The result of economic efficiency, allocative efficiency, *B/C Ratio* shallot to rice showed that competitiveness of shallot was higher than competitiveness of rice, but the result of technique efficiency, benefit risk, marketing margins, and distribution of marketing margins showed that competitiveness of shallot was lower than competitiveness of rice. The research concluded that shallot competitiveness was lower than rice competitiveness in Pati Regency. Therefore, the formulation strategy to increase shallot competitiveness in Pati Regency should be created.

The formulation strategies which can be taken from the research to encourage shallot competitiveness in Pati Regency were as follows, a) increase of shallot seeds until 10 percent, b) use of true shallot seeds, c) increase of organic fertilizer until 10 percent, d) increase of labour for cultivation and post-harvest until 10 percent, e) use of Pest Integrated Management, f) co-operation farmers and marketing actors in central market in Pati, g) co-operation marketing actors inside and outside Pati Regency, and h) expansion of shallot distribution in outside Java Island.

Keywords: efficiency, marketing, profit, risk