

ABSTRAK

Wildan Jouhar Yusra: Pemberdayaan Ekonomi Petani Melalui Agribisnis Kentang (*Asset Based Community Development* Hikmah Farm Margamukti Pangalengan).

Kondisi ekonomi petani kentang menghadapi berbagai tantangan, fluktuasi harga, keterbatasan akses modal dan teknologi, serta sistem pemasaran yang tidak adil. Kondisi tersebut direspon Hikmah Farm, perusahaan keluarga dari usaha dagang sederhana menjadi perseroan terbatas di bidang agribisnis kentang, dengan visi dan misi meningkatkan kesejahteraan petani melalui kemitraan strategis dan pengembangan pertanian berkelanjutan. Komoditas utamanya berupa kentang dan benih berkualitas.

Tujuan penelitian mengetahui dan menganalisis proses Hikmah Farm dalam pemberdayaan ekonomi petani melalui agribisnis kentang serta untuk mengetahui pengelolaan aset Hikmah Farm dalam pemberdayaan ekonomi petani melalui agribisnis kentang. Penelitian bertujuan mengidentifikasi tahap pemberdayaan dan mengevaluasi efektivitasnya dalam meningkatkan kapasitas dan kesejahteraan ekonomi petani kentang di Margamukti, Pangalengan.

Metode penelitian, metode kualitatif dengan pendekatan deskriptif. Pengumpulan data melalui observasi, wawancara dengan pengelola Hikmah Farm dan petani mitra, serta analisis dokumen. Pendekatan dilakukan dengan menggunakan *Asset Based Community Development* yang berfokus pada pemanfaatan aset dan potensi.

Penelitian menggunakan beberapa landasan teori untuk menganalisis fenomena pemberdayaan. Teori utama yang digunakan ialah Teori Pemberdayaan oleh Julian Rappaport, menekankan pentingnya peningkatan kapasitas, kontrol dan kesadaran kritis. Penelitian didukung Teori Partisipasi, Teori Rantai Nilai, dan Teori Sistem Agribisnis.

Hasil penelitian menunjukkan Hikmah Farm berhasil memberdayakan ekonomi petani melalui proses yang meliputi empat tahap pemberdayaan, identifikasi seleksi petani mitra, pelatihan bimbingan teknis, penyediaan akses serta penjaminan pasar dan pengelolaan aset, fisik, finansial, manusia, dan sosial.

Kata Kunci: Pemberdayaan Ekonomi, Sistem Agribisnis, *Asset Based Community Development*, Pengelolaan Aset.

ABSTRACT

Wildan Jouhar Yusra: *Farmer Economic Empowerment Through Potato Agribusiness (Asset-Based Community Development at Hikmah Farm, Margamukti, Pangalengan).*

Potato farmers face various challenges, including price fluctuations, limited access to capital and technology, and an unfair marketing system. Hikmah Farm, a family-owned enterprise, has transformed from a simple trading business into a limited liability company specializing in potato agribusiness, with a vision and mission to improve farmer welfare through strategic partnerships and sustainable agricultural development. Its primary commodities are potatoes and quality seeds.

The purpose of this study was to identify and analyze Hikmah Farm's process of empowering farmers economically through potato agribusiness and to understand Hikmah Farm's asset management. This study aimed to identify the stages of empowerment and evaluate its effectiveness in increasing the capacity and economic well-being of potato farmers in Margamukti, Pangalengan.

The research method used a qualitative method with a descriptive approach. Data were collected through observation, interviews with Hikmah Farm managers and partner farmers, and document analysis. The approach used Asset-Based Community Development, which focuses on the utilization of assets and potential.

The study used several theoretical foundations to analyze the empowerment phenomenon. The primary theory used is Julian Rappaport's Empowerment Theory, emphasizing the importance of increasing capacity, control, and critical awareness. The research is supported by Participation Theory, Value Chain Theory, and Agribusiness Systems Theory.

The research results show that Hikmah Farm has succeeded in empowering the farmers' economy through a process that includes four stages of empowerment, identification and selection of partner farmers, technical guidance training, provision of access and market guarantees and management of physical, financial, human and social assets.

Keywords: *Economic Empowerment, Agribusiness Systems, Asset-Based Community Development, Asset Management.*