

ABSTRAK

ANALISIS POTENSI DAN STRATEGI PENGEMBANGAN TANAMAN HIAS BONSAI

(Studi Kasus pada Desa Bengkel, Kecamatan Kediri, Kabupaten Tabanan, Provinsi Bali)

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Penelitian ini bertujuan untuk menggambarkan potensi dan menjelaskan strategi pengembangan bisnis tanaman hias bonsai. Penelitian menggunakan metode kualitatif untuk meneliti kondisi obyek secara alamiah para pelaku usaha tanaman hias di Desa Bengkel (Bali). Informan dipilih menggunakan teknik purposive sampling. Potensi digambarkan menggunakan analisis deskriptif dan perumusan strategi menggunakan matrik I-E dan matrik SWOT. Hasil kajian menunjukkan bahwa Desa Bengkel memiliki potensi dalam pengembangan tanaman bonsai, karena desa ini mempunyai empat faktor utama, diantaranya sumber daya manusia dan organisasi, sumber daya alam, faktor lingkungan dan faktor sosial. Matriks evaluasi internal dan eksternal (I-E) menunjukkan posisi bisnis berada pada sel V dengan alternatif strategi intensif dan strategi integrasi horizontal. Analisis SWOT memberikan penjelasan berbagai alternatif strategi yang perlu ditempuh. Strategi tersebut adalah melakukan sosialisasi dan pelatihan bersama senior bonsai, membentuk perkumpulan penggemar bonsai, kerja sama dengan instansi terkait dalam pengadaan event bonsai, serta meningkatkan promosi dan melakukan modifikasi produk. Strategi tersebut diyakini akan memajukan bisnis tanaman hias di daerah.

Kata Kunci: tanaman hias bonsai, analisis potensi, matrik I-E dan SWOT, dan strategi pengembangan.

ABSTRACT

POTENTIAL ANALYSIS AND DEVELOPMENT STRATEGY OF BONSAI ORNAMENTAL PLANTS

(Case Study in Bengkel Village, Kediri District, Tabanan Regency, Bali Province)

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This study aims to describe the potency and explain the business development strategy of bonsai ornamental plants. The research used qualitative methods to examine the natural object conditions of ornamental plant business actors in Bengkel Village (Bali). Informants were selected using purposive sampling technique. Potential was described using descriptive analysis and strategy formulation using the I-E matrix and SWOT matrix. The results showed that Bengkel Village has potential in the development of bonsai plants, because this village has four main factors, including human and organizational resources, natural resources, environmental factors and social factors. The internal and external evaluation matrix (I-E) shows that the business position is in cell V with alternative intensive strategies and horizontal integration strategies. SWOT analysis provides an explanation of the various alternative strategies that need to be pursued. These strategies are socialization and training with bonsai seniors, forming an association of bonsai enthusiasts, cooperating with related agencies in organizing bonsai events, and increasing promotions and making product modifications. The strategy is believed to advance the business of ornamental plants in the region.

Keywords: bonsai ornamental plants, potential analysis, I-E and SWOT matrices, and development strategies.