ABSTRAK

Tanaman stroberi (*Fragaria*) merupakan komoditas hortikultura bernilai ekonomi tinggi dengan tren konsumsi alami yang terus meningkat. Produksi stroberi di Desa Ciwidey naik dari 256 ton (2021) menjadi 563 ton (2022). Namun, permasalahan inefisiensi penggunaan input, tingginya biaya produksi, serta keterbatasan bibit masih menjadi hambatan. Penelitian ini bertujuan mengukur efisiensi teknis, ekonomi, dan alokatif usahatani stroberi di Desa Ciwidey serta menganalisis faktor-faktor produksinya. Metode yang digunakan adalah analisis deskriptif kuantitatif dengan pendekatan *Stochastic Frontier Analysis* (SFA) menggunakan fungsi produksi *Cobb-Douglas*. Hasil menunjukkan 67% petani telah mencapai efisiensi teknis di atas 80%. Faktor pupuk kimia dan pupuk kandang berpengaruh signifikan terhadap peningkatan hasil produksi, masing-masing sebesar 3,549 kg dan 3,024 kg per kg input. Efisiensi ekonomi sebesar 18,62% dan efisiensi alokatif sebesar 22,44%, menunjukkan perlunya optimalisasi input produksi.

Kata Kunci**:** Stroberi, Efisiensi Teknis, Efisiensi Ekonomi, Efisiensi Alokatif, *Stochastic Frontier*

ABSTRACT

Strawberry (Fragaria) is a high-value horticultural commodity with increasing demand driven by the back-to-nature trend. Strawberry production in Ciwidey Village rose from 256 tons in 2021 to 563 tons in 2022. However, inefficiencies in input use, high production costs, and limited seedling availability remain significant challenges. This study aims to measure the technical, economic, and allocative efficiency of strawberry farming in Ciwidey Village and to analyze its production factors. The research employs a quantitative descriptive approach using Stochastic Frontier Analysis (SFA) with the Cobb-Douglas production function. Findings show that 67% of farmers achieved technical efficiency levels above 80%. Chemical fertilizers and manure significantly contributed to yield increases, by 3.549 kg and 3.024 kg per kg of input, respectively. Economic efficiency was recorded at 18.62%, and allocative efficiency at 22.44%, highlighting the need for optimized input management in strawberry farming.

Keywords: Strawberry, Technical Efficiency, Economic Efficiency, Allocative Efficiency, Stochastic Frontier