

## **ABSTRACT**

### **ANALYSIS OF PROFIT AND FARMING DEVELOPMENT STRATEGIES COMMODITIES CABBAGE (*Brassica oleracea*) IN THE DISTRICT OF SOUTH OGAN KOMERING ULU**

**By**

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Cabbage is one of the flagship products of horticulture for South Ogan Komering Ulu (South OKU). Nevertheless, the productivity of land in the district of South OKU cabbage is still relatively not maximized. In addition, cabbage farmers often have difficulty in the utilization of factors of production due to the scarcity and high prices of agricultural inputs. This study aims to: (1) analyze the level of profit of cabbage farming in cabbage production centers in the district of South OKU, and (2) development strategy cabbage farm in the district of South OKU.

The study was conducted in the District Banyan Island (Tanjung Kari and village Banyan Island) and the District of South Ranau Warkuk (Mekar Sari village and the village of Gunung Raya) with a total sample of 104 cabbage farmers. The research was conducted in February-March 2011. The method used was a survey study method. The data used are primary data and secondary data. Data analysis method used is descriptive analysis method qualitative and quantitative.

The results showed that (1) cabbage farm in the district of South OKU favorably with the value advantage over cash costs per hectare of Rp 16,299,846/the planting and gains on the total cost per hectare of Rp 12,949,023/planting season the value of R/C over cash costs by 2.26 and R/C on the total cost of 1.76, (2) strategy development priorities cabbage farm in the district of South OKU are: (a) the optimization of the use of the means of production mainly manure and chemical fertilizers, (b) support the use of optimization research institutions in order to create high-quality cabbage and environmentally friendly farming through development toward organic farming, (c) improvement of regional infrastructure for the smooth provision of means of production and product marketing efforts cabbage, (d) strive to increase capital working through soft loans and easy, and (e) optimization of the utilization of appropriate technology, especially the use of storage technology products in order to anticipate fluctuations in price cabbage.

**Keywords:** Profit, sensitivity, development strategy