

## **ABSTRACT**

### **ANALYSIS OF THE SELLING STANDARD COST AND FACTORS AFFECTING CASSAVA PRODUCTION IN CENTRAL LAMPUNG DISTRICT**

**By**

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*The objectives of this research are to find out the selling standard cost of cassava production and the factors that influence the production of cassava farming. The research was conducted by survey method in Central Lampung Regency in October-November 2018. The samples are 73 cassava farmers selected randomly. Data were analyzed using total income, total cost, profit margin, and Cobb-Douglas production function. The results showed that selling standard cost with profit margin of 13 percent is Rp1,145.81 in Terusan Nunyai Subdistrict and Rp1,032.59 in Bandar Mataram Subdistrict. The average price received by farmers is Rp1,456.57 and Rp1,570.65 respectively. It means that farmers have benefit from technical efficiency of cassava farming. There is a significant difference between the selling cost of cassava in area close to factory and that in farther area. The factors that affect the production of cassava are seeds, urea fertilizer, and location.*

*Key words: Cassava, determining production cost, determining selling cost, farming*

**ANALISIS HARGA POKOK PENJUALAN DAN FAKTOR-FAKTOR  
YANG MEMPENGARUHI PRODUKSI USAHATANI UBI KAYU DI  
KABUPATEN LAMPUNG TENGAH**

**ABSTRAK**

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Penelitian ini bertujuan untuk mengetahui berapa besarnya harga pokok penjualan ubi kayu dan faktor yang mempengaruhi produksi usahatani ubi kayu. Penelitian menggunakan metode survei di Kabupaten Lampung Tengah dari bulan Oktober-November 2018. Sampel penelitian ini sebanyak 73 petani ubi kayu yang dipilih secara acak sederhana. Analisis data menggunakan pendapatan total, biaya total, margin keuntungan, dan fungsi produksi Cobb-Douglass. Hasil penelitian menunjukkan bahwa harga pokok penjualan ubi kayu dengan margin 13 persen sebesar Rp1,145.81 di Kecamatan Terusan Nunyai dan Rp1,032.59 di Kecamatan Bandar Mataram. Harga rata-rata yang diterima petani sebesar Rp1,456.57 dan Rp1,570.65. Usahatani ubi kayu merupakan unit usaha yang menguntungkan. Terdapat perbedaan yang signifikan antara harga pokok penjualan ubi kayu yang dekat dari lokasi pabrik dan jauh dari lokasi pabrik. Faktor-faktor yang mempengaruhi produksi ubi kayu adalah bibit, pupuk urea, dan lokasi.

Kata Kunci : Harga pokok penjualan, harga pokok produksi, ubi kayu, usahatani