

## **ABSTRACT**

### **ANALYSIS OF FARMING INCOME BASED ON THE PLANTING TIME AND THE CHARACTERISTICS OF CASSAVA MARKETING IN DISTRICT BUMI NABUNG, LAMPUNG TENGAH REGENCY**

**By**

**Dea Adelia**

The research was designed to determine the best planting month, the size of farm income, the value of revenue/cost ratio (R/C Ratio), the correlation between R/C and the price as well as production of cassava, and the marketing efficiency. This research was conducted in district Bumi Nabung, Lampung Tengah Regency. Respondent were 60 cassava farmers in district Bumi Nabung. The R/C value was obtained from the farming income method, the R/C Ratio correlation by Pearson Correlation test method, and the marketing efficiency by SCP (market Structure, market Conduct, market Performance) method. Data were analyzed in the manner of descriptive qualitatively and quantitatively. The result indicated that the best planting months were either the farmer planted in June and July with the R/C Ratio values of 3.49 and 3.85. The correlation between R/C Ratio and the production was inversely proportional and the correlation between R/C Ratio and the price was directly proportional. There are two types of marketing channel. Channel I, the farmer would directly sell to the tapioca factory with the farmer's share value of 93.31%. Channel II, the farmer would go to the collector, then the collectors would sell to the tapioca factory with a farmer's share value of 89.92% and the Ratio Profit Margin (RMP) value of 0.49.

Keywords: cassava, marketing, planting month, production, price, tapioca factory

## ABSTRAK

### ANALISIS PENDAPATAN USAHATANI BERDASARKAN WAKTU TANAM DAN KARAKTERISTIK PEMASARAN UBI KAYU DI KECAMATAN BUMI NABUNG KABUPATEN LAMPUNG TENGAH

Oleh

Dea Adelia

Penelitian bertujuan untuk mengetahui bulan tanam terbaik, besar pendapatan usahatani, nilai *R/C Ratio*, hubungan *R/C Ratio* dengan produksi, hubungan *R/C Ratio* dengan harga ubi kayu, dan efisiensi pemasaran ubi kayu. Penelitian ini dilakukan di Kecamatan Bumi Nabung, Kabupaten Lampung Tengah. Responden pada penelitian ini adalah petani ubi kayu di Kecamatan Bumi Nabung. Nilai *R/C Ratio* diperoleh dari metode pendapatan usahatani, hubungan *R/C Ratio* dari metode uji korelasi *Pearson Correlation*, dan efisiensi pemasaran dari metode SCP (*market Structure, market Conduct, market Performance*) di lokasi penelitian dianalisis secara deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa bulan tanam terbaik ketika petani menanam pada Bulan Juni dan Juli dengan nilai *R/C Ratio* 3,49 dan 3,85. Hubungan *R/C Ratio* dengan produksi berbanding terbalik dan hubungan *R/C Ratio* dengan harga berbanding lurus. Terdapat dua saluran pemasaran yaitu Saluran I, petani langsung ke pabrik tapioka dengan nilai *farmer's share* 93,31%. Saluran II, petani ke pedagang pengepul lalu ke pabrik tapioka dengan nilai *farmer's share* 89,92 dan nilai *Ratio Profit Margin* (RPM) sebesar 0,49.

Kata kunci: bulan tanaman, harga, ubi kayu, pabrik tapioka, pemasaran, produksi