

ABSTRACT

ANALYSIS OF FARMERS' HOUSEHOLD INCOME AND VEGETABLE MARKETING IN TANGGAMUS DISTRICT

By

Siska Apriyana Dewi

This study aims to analyze the income of tomato and cucumber farming, analyze the household income of vegetable farmers, and analyze the efficiency of vegetable marketing in Sumberejo District, Tanggamus Regency. The research was conducted in Sumberejo District, Tanggamus Regency. Determination of the location of this research was done intentionally with the number of farmer respondents as many as 44 and the marketing institutions involved as many as 108. Data collection took place in October-November 2019. The analytical methods used were farm income analysis and household income analysis, as well as to analyze marketing used S-C-P analysis (structure, conduct, and performance). Tomato and cucumber farming in Sumberejo District, Tanggamus Regency is profitable from the R/C for total and cash costs greater than 1. The largest household income source of respondent farmers in Sumberejo District comes from on-farm farming, namely tomatoes and cucumbers. Marketing of tomatoes and cucumbers cucumber has not been efficient seen from the producer share in marketing of tomatoes and cucumbers is still low, marketing margin is still high RPM (Ratio Profit Margin) is not evenly distributed

Keywords: tomato, cucumber, income, household income, SCP model

ABSTRAK

ANALISIS PENDAPATAN RUMAH TANGGA PETANI DAN PEMASARAN SAYURAN DI KABUPATEN TANGGAMUS

Oleh

Siska Apriyana Dewi

Penelitian ini bertujuan untuk menganalisis pendapatan usahatani tomat dan mentimun, menganalisis pendapatan rumah tangga petani sayuran, dan menganalisis efisiensi pemasaran sayuran di Kecamatan Sumberejo Kabupaten Tanggamus. Penelitian dilakukan di Kecamatan Sumberejo, Kabupaten Tanggamus. Penentuan lokasi penelitian ini dilakukan secara sengaja dengan jumlah responden petani sebanyak 44 dan lembaga pemasaran yang terlibat sebanyak 108. Pengambilan data berlangsung pada oktober-November 2019. Metode analisis yang digunakan adalah analisis pendapatan usaha tani dan analisis pendapatan rumah tangga, serta untuk menganalisis pemasaran digunakan analisis S-C-P (structure, conduct, dan performance). Usahatani tomat dan mentimun di Kecamatan Sumberejo Kabupaten Tanggamus menguntungkan dilihat dari R/C atas biaya total dan tunai yang lebih besar dari 1. Sumber pendapatan rumah tangga terbesar petani responden di Kecamatan Sumberejo berasal dari usahatani onfarm yaitu tomat dan mentimun.. Pemasaran sayuran tomat dan mentimun belum efisien dilihat dari producer share pada pemasaran tomat dan mentimun masih rendah, margin pemasaran masih tinggi RPM (Ratio Profit Margin) tidak merata.

Kata kunci : tomat , mentimun, pendapatan, pendapatan rumah tangga , SCP model