

## **ABSTRAK**

### **PENGARUH LUAS LAHAN, BIAYA PRODUKSI DAN HARGA JUAL TERHADAP PENDAPATAN USAHA TANI CABAI MERAH (*CAPSICUM ANNUUM*) DI DESA AMBARAWA TIMUR KECAMATAN AMBARAWA KABUPATEN PRINGSEWU LAMPUNG**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh luas lahan terhadap pendapatan petani cabai merah (*capsicum annum*) di Desa Ambarawa Timur. (2) pengaruh biaya produksi terhadap pendapatan petani cabai merah (*capsicum annum*) di Desa Ambarawa Timur. (3) pengaruh harga jual terhadap pendapatan petani cabai merah (*capsicum annum*) di Desa Ambarawa Timur. (4) pengaruh luas lahan, biaya produksi dan harga jual berpengaruh terhadap pendapatan petani cabai merah (*capsicum annum*) di Desa Ambarawa Timur. Sampel penelitian ini menggunakan sampel populasi dengan jumlah 30 responden. Teknik pengumpulan data dalam penelitian ini menggunakan teknik observasi, wawancara, angket (kuisisioner) dan studi pustaka. Penelitian ini menggunakan metode kuantitatif. Teknik analis data menggunakan teknik analisis regresi berganda.

Hasil penelitian ini menunjukkan bahwa: (1) terdapat pengaruh luas lahan terhadap pendapatan petani cabai merah (*capsicum annum*) di Desa Ambarawa Timur. Besar pengaruh tersebut yaitu 38,85% (2) terdapat pengaruh biaya produksi terhadap pendapatan petani cabai merah (*capsicum annum*) di Desa Ambarawa Timur. Besar pengaruh tersebut yaitu 40,4% (3) terdapat pengaruh harga jual terhadap pendapatan petani cabai merah (*capsicum annum*) di Desa Ambarawa Timur. Besar pengaruh tersebut yaitu 23,18% (4) terdapat pengaruh luas lahan, biaya produksi dan harga jual terhadap pendapatan petani cabai merah (*capsicum annum*) di Desa Ambarawa Timur. Besar pengaruh tersebut yaitu 43,62%.

Kata kunci: luas lahan, biaya produksi, harga jual, pendapatan

## **ABSTRACT**

### **THE EFFECT OF LAND AREA, PRODUCTION COSTS, AND SELLING PRICES ON BUSINESS INCOME OF RED CRILL CHILLIES (*CAPSICUM ANNUUM*) IN AMBARAWA TIMUR VILLAGE AMBARAWA DISTRICT PRINGSEWU REGENCY LAMPUNG**

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This study aims to determine: (1) the effect of land area on the income of red chili (*capsicum annuum*) farmers in East Ambarawa Village. (2) the effect of production costs on the income of red chili (*capsicum annuum*) farmers in East Ambarawa Village. (3) the effect of selling price on the income of red chili (*capsicum annuum*) farmers in East Ambarawa Village. (4) the influence of land area, production costs and selling prices affect the income of red chili (*capsicum annuum*) farmers in East Ambarawa Village. The sample of this study used a population sample with a total of 30 respondents. Data collection techniques in this study using observation techniques, interviews, questionnaires (questionnaires) and literature study. This research uses quantitative methods. The data analysis technique uses multiple regression analysis techniques.

The results of this study indicate that: (1) there is an effect of land area on the income of red chili (*capsicum annuum*) farmers in East Ambarawa Village. The magnitude of the influence is 38.85% (2) there is an effect of production costs on the income of red chili (*capsicum annuum*) farmers in East Ambarawa Village. The magnitude of the influence is 40.4% (3) there is an effect of selling price on the income of red chili (*capsicum annuum*) farmers in East Ambarawa Village. The magnitude of the influence is 23.18% (4) there is an effect of land area, production costs and selling prices on the income of red chili (*capsicum annuum*) farmers in East Ambarawa Village. The magnitude of the influence is 43.62%.

**Keywords:** land area, production cost, selling price, income