

ABSTRAK

PENGARUH HARGA DAN FAKTOR-FAKTOR PRODUKSI DAMAR MATA KUCING (*Shorea javanica*) TERHADAP PENDAPATAN PETANI DI KABUPATEN PESISIR BARAT

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Damar mata kucing (*Shorea javanica*) merupakan salah satu hasil hutan bukan kayu unggulan yang berperan penting dalam perekonomian masyarakat Kabupaten Pesisir Barat, Provinsi Lampung. Penelitian dilakukan pada bulan September-Oktober 2025. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas damar, harga jual, luas lahan, dan biaya produksi terhadap pendapatan petani damar mata kucing di Desa Gunung Kemala, Kecamatan Way Krui, Kabupaten Pesisir Barat. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data primer diperoleh melalui wawancara menggunakan kuesioner kepada petani damar yang dipilih secara acak. Analisis data dilakukan dengan regresi linear berganda untuk mengetahui pengaruh variabel independen secara parsial dan simultan terhadap pendapatan petani. Uji asumsi klasik meliputi uji normalitas, multikolinearitas, dan heteroskedastisitas dilakukan untuk memastikan kelayakan model. Hasil penelitian menunjukkan bahwa secara parsial harga jual damar berpengaruh positif dan signifikan terhadap pendapatan petani, sedangkan kualitas damar, luas lahan, dan biaya produksi tidak berpengaruh signifikan. Secara simultan, kualitas damar, luas lahan, dan biaya produksi tidak berpengaruh signifikan terhadap pendapatan petani damar. Koefisien determinasi sebesar 66% menunjukkan bahwa variasi pendapatan petani mampu menjelaskan variabel dalam model, dan 34% faktor lain di luar penelitian yang turut mempengaruhi pendapatan petani. Penelitian terdahulu menunjukkan bahwa kuantitas resin damar dipengaruhi oleh periode pemanenan, dan kualitas resin berpengaruh terhadap harga jual di tingkat petani. Kebaruan penelitian ini terletak pada kualitas damar dan luas lahan tidak berpengaruh terhadap pendapatan petani meskipun terdapat sistem grading dan perbedaan harga berdasarkan mutu, bahwa mekanisme pasar damar di tingkat petani belum berbasis kualitas produk dan lebih didominasi oleh dinamika harga.

Kata Kunci: damar mata kucing, harga jual, faktor produksi, pendapatan petani, Pesisir Barat.

ABSTRACT

THE EFFECT OF PRICE AND PRODUCTION FACTORS OF CAT'S EYE DAMMAR (*Shorea javanica*) ON FARMERS' INCOME IN PESISIR BARAT REGENCY

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Damar mata kucing (*Shorea javanica*) is one of the superior non-timber forest products that plays an important role in the economy of communities in Pesisir Barat Regency, Lampung Province. The study was conducted in September-October 2025. This research aims to analyze the effect of resin quality, selling price, land area, and production costs on the income of cat's eye resin farmers in Gunung Kemala Village, Way Krui Subdistrict, Pesisir Barat Regency. This study used a quantitative approach with a survey method. Primary data were collected through interviews using questionnaires administered to randomly selected resin farmers. Data analysis was conducted using multiple linear regression to determine the partial and simultaneous effects of independent variables on farmers' income. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were performed to ensure model adequacy. The results show that, partially, the selling price of resin has a positive and significant effect on farmers' income, while resin quality, land area, and production costs do not have a significant effect. Simultaneously, resin quality, land area, and production costs do not significantly affect farmers' income. The coefficient of determination (R^2) of 66% indicates that the variation in farmers' income can be explained by the variables in the model, while 34% is influenced by other factors beyond this study. Previous research has shown that the quantity of resin is influenced by the harvesting period, and resin quality affects the selling price at the farmer level. The novelty of this study lies in the finding that resin quality and land area do not affect farmers' income, despite the existence of a grading system and price differences based on quality, indicating that the resin market at the farmer level is not yet product quality based and is still dominated by price dynamics.

Keywords: *damar mata kucing, selling price, production factors, farmers' income, Pesisir Barat.*