

ABSTRACT

Pakcoy is a type of vegetable that is favored and enjoyed by all groups, from the lower class to the upper class. Pakcoy is not only high in nutrition, but also at an affordable price for all groups. Pakcoy is a group of plants from the genus Brassica that use leaves as food, both fresh and processed.

This study aims: (i) to analyze production, income, and to prioritize pakcoy farming. (ii) Identifying any obstacles in pakcoy farming in Batunya Village, Baturiti District, Tabanan Regency.

This research uses purposive method. The sampling technique was carried out using random sampling method, in order to obtain 30 respondents.

The results showed that the production cost per season of Pakcoy farming in Batunya village was IDR 5,016,884.00 per 15.5 hectare planted area or IDR 32,366,993.00 per hectare. Pakcoy's farm income in Batunya Village per season is IDR 12,013,116.00 per hectare planted area or IDR 77,503,974.00 per hectare. The feasibility of pakcoy farming in Batunya Village was obtained with an R/C ratio of 3.39, meaning that pakcoy farming is very feasible to be developed.

The constraints faced by pakcoy farmers are that there are two internal and external constraints. Internal constraints consist of; Pakcoy farming capital is limited, farmers who cultivate Pakcoy do not calculate their income, find it difficult to get subsidized urea fertilizer, lack of labor during processing and harvesting, pest attacks in the rainy season. Meanwhile, external constraints consist of; the competition for mustard pakcoy from outside the Batu village, the risk of crop failure in the rainy season is higher, there are no farmer institutions that manage farmer activities and the lack of agricultural technology.

Keywords: Pakcoy, feasibility, farming.

