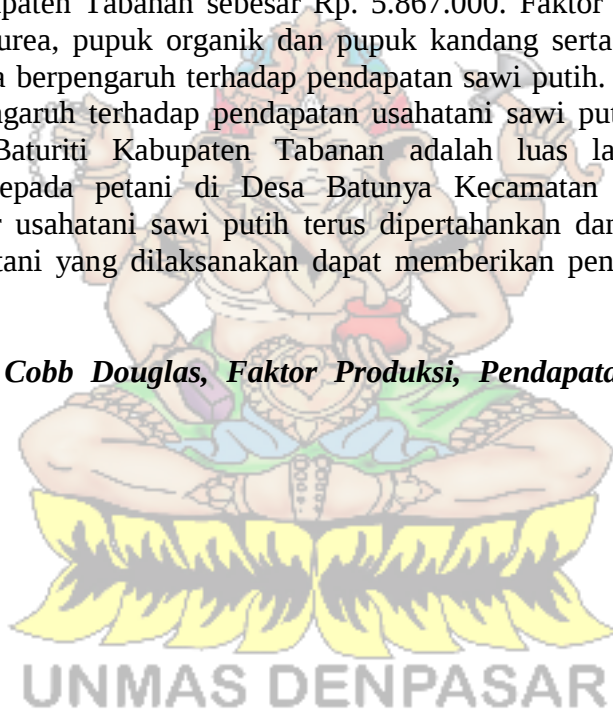


ABSTRAK

Penelitian ini bertujuan untuk mengetahui besarnya pendapatan usahatani sawi putih dan faktor-faktor yang mempengaruhi produksi terhadap pendapatan usahatani sawi putih di Desa Batunya Kecamatan Baturiti Kabupaten Tabanan. Lokasi penelitian ini dilaksanakan di Desa Batunya Kecamatan Baturiti Kabupaten Tabanan. Sumber data dalam penelitian ini meliputi data primer dan sekunder dengan jenis data meliputi data kualitatif dan kuantitatif. Analisa data yang digunakan analisa pendapatan dan model regresi berganda cobb douglas. Teknik pengumpulan data melalui wawancara, observasi, dokumentasi dan studi. Populasi dalam penelitian berjumlah sebanyak 38 orang dengan penentuan responden menggunakan metode sensus.

Hasil penelitian menunjukkan bahwa Rata – rata besarnya pendapatan usahatani sawi putih permusim tanam perluas lahan di Desa Batunya Kecamatan Baturiti Kabupaten Tabanan sebesar Rp. 5.867.000. Faktor produksi luas lahan, bibit, pupuk urea, pupuk organik dan pupuk kandang serta tenaga kerja secara bersama-sama berpengaruh terhadap pendapatan sawi putih. Namun faktor yang paling berpengaruh terhadap pendapatan usahatani sawi putih di Desa Batunya Kecamatan Baturiti Kabupaten Tabanan adalah luas lahan. Namun dapat disarankan kepada petani di Desa Batunya Kecamatan Baturiti, Kabupaten Tabanan agar usahatani sawi putih terus dipertahankan dan lebih ditingkatkan, karena usahatani yang dilaksanakan dapat memberikan pendapatan yang cukup tinggi.

Kata kunci: *Cobb Douglas, Faktor Produksi, Pendapatan, Usahatani Sawi Putih*



ABSTRACT

This study aims to determine the amount of chicory farming income and the factors that influence the production of chicory farming income in Batunya Village, Baturiti District, Tabanan Regency. The location of this research was carried out in Batunya Village, Baturiti District, Tabanan Regency. Sources of data in this study include primary and secondary data with the types of data include qualitative and quantitative data. Data analysis used income analysis and multiple regression model of Cobb Douglas. Data collection techniques through interviews, observation, documentation and studies. The population in this study amounted to 38 people with the determination of respondents using the census method.

The results showed that the average amount of income chicory farming per planting season expands the land in Batunya Village, Baturiti District, Tabanan Regency by Rp. 5,867,000. The production factors of land area, seeds, urea fertilizer, organic fertilizer and manure as well as labor together affect the income of chicory. However, the most influential factor on the income of chicory farming in Batunya Village, Baturiti District, Tabanan Regency is land area. However, it can be suggested to farmers in Batunya Village, Baturiti Sub-district, Tabanan Regency, so that chicory farming can be maintained and further improved, because the farming carried out can provide a fairly high income.

Keywords: *Cobb Douglas, Production Factors, Income, Chilli Farming*

