

ABSTRACT

This study aims to determine the large of land area, number of seeds, amount of fertilizer, pesticides, and labor it have an effect on tobacco production in Baturmarmar, Pamekasan Regency. The analysis technique used in this study is Ordinary Least Squares (OLS) on data that is already in Natural Logarithms (Ln), the primary data obtained from 99 respondents selected by purposive sampling technique. Because of tobacco cultivation is distinguished from the type of land, namely field land and mountain land. So, the analysis is carried out on two regression models. They are regression models of tobacco production in field land and regression models of tobacco production on mountain land.

The results showed that in the regression model of field land tobacco production, partially variable the number of seeds had a significant effect on tobacco production. While, the large of variable land area, amount of fertilizer, pesticide, and labor did not significantly influence tobacco production in field land in Baturmarmar. However, if it was viewed simultaneously the variable area of land, number of seeds, amount of fertilizer, pesticide and labor have a significant effect on tobacco production on tegal land in Baturmarmar, Pamekasan Regency. Then, the results of the study on the regression model of mountain land tobacco production indicate that partially the variable area of land, number of seeds, and labor have a significant effect on tobacco production on mountain land in Baturmarmar. While the variable amount of fertilizers and pesticides did not significantly influence tobacco production on mountain land in Baturmarmar. However, if it was viewed simultaneously the large of variable area of land, number of seeds, amount of fertilizer, pesticides, and labor. It have a significant effect on tobacco production on mountain land in Baturmarmar, Pamekasan Regency.

Keywords : Production, Tobacco, Land Area, Number of Seeds, Number of Fertilizers, Pesticides, Labor.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah luas lahan, jumlah bibit, jumlah pupuk, pestisida, dan tenaga kerja berpengaruh terhadap produksi tembakau di Kecamatan Batumarmar Kabupaten Pamekasan. Teknik analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda atau *Ordinary Least Squares* (OLS) terhadap data yang sudah di Logaritma Natural (Ln), data primer diperoleh dari 99 responden yang dipilih dengan teknik *purposive sampling*. Karena dalam penggarapan tembakau dibedakan dengan jenis lahan, yaitu lahan tegal dan lahan gunung maka analisis dilakukan terhadap dua model regresi, dimana model regresi produksi tembakau pada lahan tegal dan model regresi produksi tembakau pada lahan gunung.

Hasil penelitian menunjukkan bahwa pada model regresi produksi tembakau lahan tegal secara parsial, variabel jumlah bibit berpengaruh signifikan terhadap produksi tembakau. Sedangkan variabel luas lahan, jumlah pupuk, pestisida, dan tenaga kerja tidak berpengaruh signifikan terhadap produksi tembakau pada lahan tegal di Kecamatan Batumarmar. Namun, jika dilihat secara simultan variabel luas lahan, jumlah bibit, jumlah pupuk, pestisida dan tenaga kerja berpengaruh signifikan terhadap produksi tembakau pada lahan tegal. Kemudian, hasil penelitian pada model regresi produksi tembakau lahan gunung menunjukkan bahwa secara parsial variabel luas lahan, jumlah bibit, dan tenaga kerja berpengaruh signifikan terhadap produksi tembakau. Sedangkan variabel jumlah pupuk dan pestisida tidak berpengaruh signifikan terhadap produksi tembakau. Namun, jika dilihat secara simultan variabel luas lahan, jumlah bibit, jumlah pupuk, pestisida, dan tenaga kerja berpengaruh signifikan terhadap produksi tembakau pada lahan gunung di Kecamatan Batumarmar.

Kata kunci : Produksi, Tembakau, Luas Lahan, Jumlah Bibit, Jumlah Pupuk, Pestisida, Tenaga kerja.