

Anisah. NIM.130321100073. Faktor-Faktor yang Mempengaruhi Pengambilan Keputusan Petani Tetap Berusahatani Cabe Jamu di Kecamatan Bluto. Dibawah Bimbingan Dr. Mardiyah Hayati, S.P., M.P. dan Dr. Teti Sugiarti, S.P., M.Si.

ABSTRAK

Cabe Jamu (*Piper retrofractum* Vahl) merupakan salah satu tanaman obat yang saat ini banyak dikembangkan oleh petani dan dijadikan sebagai salah satu bahan baku industri obat tradisional. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi pengambilan keputusan petani tetap berusahatani Cabe Jamu serta untuk mengetahui biaya, penerimaan, dan pendapatan petani Cabe Jamu dan Jagung di Kecamatan Bluto. Penelitian ini dilakukan pada petani Cabe Jamu dan Jagung di lima desa sentra produksi Cabe Jamu dengan jumlah sampel sebanyak 86 petani. Data dianalisis dengan metode kuantitatif dan analisis binary logistic. Hasil penelitian menunjukkan bahwa faktor yang mempengaruhi terhadap pengambilan keputusan petani tetap berusahatani Cabe Jamu di Kecamatan Bluto adalah pengalaman berusahatani petani. Sedangkan rata-rata rata-rata total biaya usahatani Cabe Jamu sebesar Rp.38.069.662/ha/tahun dan total rata-rata biaya usahatani Jagung sebesar Rp.11.417.233/ha/tahun, penerimaan petani Cabe Jamu sebesar Rp.185.864.825/ha/tahun dan rata-rata total penerimaan Jagung sebesar Rp.12.717.684/ha/tahun serta rata-rata pendapatan petani Cabe Jamu sebesar Rp.147.422.713/ha/tahun dan rata-rata total pendapatan Jagung sebesar Rp.1.300.451/ha/tahun. Berdasarkan uji t independen biaya, penerimaan, dan pendapatan petani Cabe Jamu dan Jagung memiliki perbedaan yang nyata.

Kata Kunci: Cabe Jamu, Analisis Binary Logistic, Pendapatan, dan Kecamatan Bluto

Anisah. NIM.130321100073. Factors that Influence the Decision Making of Farmers Remain Farmers Long Pepper in District of Bluto. Under Advising Dr. Mardiyah Hayati, S.P., M.P. and Dr. Teti Sugiarti, S.P., M.Si.

ABSTRACT

*Long pepper (*Piper retrofractum* Vahl) is one of the medicinal plants that currently many developed by farmers and serve as one of the industry's raw materials of traditional medicine. This research aims to know the factors that influence the decision making of farmers remain farmers long pepper and trying to figure out the costs, revenues, and earnings of farmers of long pepper and corn in district of Bluto. This research was conducted on farmers of long pepper and corn in 5 village centers production long pepper by the number of samples as much as 86 farmers. Data analyzed by quantitative methods an analysis of binary logistic. The results showed that factors influencing the decision making of farmers against keep trying by farmers in Bluto was the experience of trying to produce farmers. While average total cost amounting of long pepper is Rp.38.069.662/ha/year and the total average cost of corn farmers is Rp.11.417.233/ha/year. Acceptance of long pepper farmers is Rp.185.864.825/ha/year and average total acceptance of maize amounting is Rp.12.171.684/ha/year and average income of long pepper is Rp.147.422.713/ha/year and average total income of maize amounting is Rp.1.300.451/ha/year. Based on independent test costs, revenues and income of farmers of long pepper and corn has a noticeable difference.*

Keywords: Long Pepper, Binary Logistic Analysis, Income, and District Bluto