

## **ABSTRAK**

**YOLANDA ASHILA. 2023.** Analisis Usahatani Petani Kentang di Desa Margamulya Kecamatan Pangalengan Kabupaten Bandung. Dibawah bimbingan **ETI SUMINARTIKA.**

Kentang telah menjadi komoditas yang sudah lama diusahakan oleh petani di Desa Margamulya. Meskipun begitu, pendapatan dan produktivitas petani kentang masih mengalami fluktuasi. Penelitian ini bertujuan untuk melakukan analisis Usahatani kentang yang terletak di Desa Margamulya Kecamatan Pengalengan, Kabupaten Bandung. Penelitian ini menggunakan desain penelitian kuantitatif dengan teknik penelitian survei dan metode dasar penelitian adalah deskriptif. Populasi penelitian ini adalah seluruh petani kentang yang terdapat di Desa margamulya diambil sebanyak 30% yaitu 68 responden. Hasil penelitian menunjukkan bahwa petani kentang di Desa Margamulya menanam kentang varietas Granola, dengan tingkat Pendidikan yang rendah yaitu tamatan SMP serta mayoritas status lahan adalah lahan sewa, rata – rata produktivitas kentang 20,2 ton per hektar, biaya produksi mencapai Rp.90.586.790 per ha, penerimaan sebesar Rp.165.898.889 maka rata – rata pendapatan yang diperoleh petani kentang adalah Rp.75.312.099 per Ha. Selanjutnya didapat nilai Ratio R/C =1,83. Usahatani kentang di Desa Margamulya layak diusahakan.

**Kata kunci:** Kentang granola, produktivitas, analisis usahatani, pendapatan

## ABSTRACT

**YOLANDA ASHILA. 2023.** *Analysis of Potato Farming by Farmers in Margamulya Village, Pangalengan Subdistrict, Bandung Regency. Under the guidance of ETI SUMINARTIKA.*

*Potatoes are a profitable commodity with relatively high economic value in marketing and export. Potato cultivation holds significant prospects in supporting food diversification programs. However, fluctuating prices in the horticulture subsector, particularly for vegetable commodities, often lead to uncertain income for farmers. This research aims to analyze the income of potato farmers in Margamulya Village, Pangalengan Subdistrict, Bandung Regency. The research adopts a quantitative research design with a survey research technique, and the fundamental research method employed is descriptive. The research population comprises all potato farmers in Margamulya Village, with 68 respondents selected, representing 30% of the total population. The research findings indicate that potato farmers in Margamulya Village cultivate the Granola potato variety, with an average potato productivity of 20.2 tons per hectare. The production cost amounts to Rp.90,586,790 per hectare, while the revenue reaches Rp.165,898,889, resulting in an average income of Rp.75,312,099 per hectare for potato farmers. Furthermore, the R/C (Return to Cost) ratio is calculated to be 1.83. This means that with an investment of Rp.1 in potato farming, farmers will gain an income of Rp. 1.83. In other words, potato farmers in Margamulya Village, Pangalengan Subdistrict, Bandung Regency, are economically viable.*

*Keywords: Granola potatoes, productivity, farm analysis, income.*