



## INTISARI

Salak merupakan tanaman buah yang memiliki potensi untuk terus dikembangkan di Indonesia. Kecamatan Turi merupakan salah satu sentra produksi salak di Kabupaten Sleman. Fluktuasi produksi dan harga salak akan memengaruhi pendapatan yang dapat menimbulkan perubahan sikap dan pandangan petani terhadap *willingness to continue* usaha tani salak. Penelitian ini bertujuan untuk mengetahui: (1) kelayakan usaha tani salak di Kecamatan Turi, Kabupaten Sleman; (2) tingkat *willingness to continue* usaha tani salak di Kecamatan Turi, Kabupaten Sleman; (3) faktor-faktor yang memengaruhi *willingness to continue* usaha tani salak di Kecamatan Turi, Kabupaten Sleman. Penelitian dilakukan di Desa Wonokerto dan Desa Girikerto, Kecamatan Turi, Kabupaten Sleman. Pengambilan sampel dilakukan pada 40 petani yang bergabung dalam Paguyuban Mitra Turindo dengan metode *simple random sampling*. Metode analisis data dilakukan dengan mengukur kelayakan usaha tani salak menggunakan indikator kelayakan, mengidentifikasi *willingness to continue* usaha tani salak dengan skala likert, dan menggunakan regresi logistik biner untuk mengetahui faktor-faktor yang memengaruhi *willingness to continue* usaha tani salak. Hasil penelitian menunjukkan bahwa usaha tani salak di Kecamatan Turi Kabupaten Sleman berdasarkan *net B/C ratio*, *gross B/C ratio*, IRR, NPV, dan *payback period* layak untuk diusahakan. Selain itu, berdasarkan *R/C ratio*, *B/C ratio*,  $\pi/C$  ratio, BEP penerimaan, BEP produksi, dan BEP harga layak untuk diusahakan. Tingkat *willingness to continue* usaha tani salak berdasarkan perhitungan tergolong tinggi. Faktor-faktor yang memengaruhi *willingness to continue* usaha tani salak adalah total biaya, jarak rumah ke lahan, dan produksi.

Kata kunci: kelayakan, *willingness to continue*, usaha tani, salak

## **ABSTRACT**

*Snakefruit is a fruit plant that has the potential to be developed in Indonesia. Turi Sub-district is one of the snakefruit production centers in Sleman Regency. Fluctuations in snakefruit production and prices will affect income which can lead to changes in farmer's attitudes and points of view with willingness to continue snakefruit farming. This study aims to determine: (1) the feasibility of snakefruit farming in Turi Sub-district, Sleman Regency; (2) the level of willingness to continue snakefruit farming in Turi Sub-district, Sleman Regency; (3) the factors that influence the willingness to continue snakefruit farming in Turi Sub-district, Sleman Regency. The research was conducted in Wonokerto Village and Girikerto Village, Turi Sub-district, Sleman Regency. Sampling was carried out on 40 farmers who joined Mitra Turindo Association using the simple random sampling method. The method of data analysis was carried out by measuring the feasibility of snakefruit farming using feasibility indicators, identifying the willingness to continue snakefruit farming with a likert scale, and using binary logistic regression to define the determinant factors. The results showed that snakefruit farming in Turi Sub-district, Sleman Regency, based on the value of net B/C ratio, gross B/C ratio, IRR, NPV, and payback period was feasible. In addition, based on the value of R/C ratio, B/C ratio,  $\pi$ /C ratio, BEP revenue, BEP production, and BEP price are feasible. The level of willingness to continue snakefruit farming is relatively high. The factors that affect the willingness to continue snake fruit farming are total cost, distance from house to land, and yield.*

*Keywords: feasibility, willingness to continue, farming, snakefruit*