

## **ANALISIS RISIKO PENDAPATAN USAHA SATE KLATAK DAN PRODUK SAMPINGANNYA DI KECAMATAN PLERET KABUPATEN BANTUL**

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### **INTISARI**

Penelitian ini bertujuan untuk mengidentifikasi sumber-sumber risiko pada usaha sate Klatak dan mengukur pendapatan serta risiko pendapatan usaha sate Klatak. Penelitian dilaksanakan pada bulan April sampai Juli 2023. Lokasi penelitian dipilih secara *purposive sampling* di Kecamatan Pleret Kabupaten Bantul. Responden sebanyak 31 pedagang ditentukan menggunakan metode *convenience sampling* berdasarkan survei. Analisis data secara deskriptif kuantitatif. Pendapatan diperoleh dari perhitungan penerimaan dikurangi dengan biaya tetap dan biaya variabel. Risiko pendapatan menggunakan pendekatan koefisien variasi. Risiko usaha sate Klatak dianalisis melalui identifikasi, respon, dan pengendalian risiko. Hasil penelitian menunjukkan sumber-sumber risiko pada usaha sate Klatak yaitu risiko produksi, risiko pasar, dan risiko finansial. Rata-rata pendapatan usaha sate Klatak dan produk sampingannya di Kecamatan Pleret berdasarkan skala produksi 100-500kg/bulan sebesar Rp27.716.321/bulan, 500-1.500kg/bulan yaitu Rp72.633.850/bulan, dan >1.500kg/bulan sebesar Rp431.694.929/bulan. Rata-rata pendapatan berdasarkan penjualan porsi 1.000-4.000porsi/bulan adalah Rp27.716.321/bulan, 4.000-9.000porsi/bulan sebesar Rp64.221.500/bulan, dan >9.000porsi/bulan sebesar Rp396.276.188/bulan. Hasil analisis risiko pendapatan berdasarkan skala produksi 100-500kg/bulan adalah 0,18 ( $CV < 0,5$ ), 500-1.500kg/bulan adalah 0,20 ( $CV < 0,5$ ), dan >1.500 kg/bulan adalah 0,50 ( $CV > 0,5$ ). Hasil analisis risiko pendapatan berdasarkan jumlah porsi yaitu 1.000-4.000 porsi/bulan adalah 0,37 ( $CV < 0,5$ ), 4.000-9.000 porsi/bulan adalah 0,43 ( $CV < 0,5$ ), dan >9.000/bulan adalah 0,59 ( $CV > 0,5$ ). Berdasarkan hasil tersebut dapat disimpulkan bahwa semakin tinggi skala usaha atau produksi dan jumlah porsi, maka pendapatan yang diperoleh akan tinggi serta risiko yang diterima juga semakin tinggi.

**Kata Kunci:** Pendapatan, Risiko Pendapatan, Risiko Usaha, Sate Klatak

## **INCOME RISK ANALYSIS OF KLATAK SATAY BUSINESS AND ITS BY-PRODUCTS IN PLERET SUBDISTRICT BANTUL REGENCY**

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### **ABSTRACT**

This study aims to identify the sources of risk in Klatak satay business and measure income and risk of sate Klatak business. This study will be conducted from April to July 2023. Location of study was selected by purposive sampling in Pleret Subdistrict, Bantul Regency. Respondents as many as 31 traders were determined using a convenience sampling method based on a survey. Quantitative descriptive data analysis. Income is derived from the calculation of receipts minus fixed costs and variable costs. Income consumption uses coefficient of variation approach. Business risk of sate Klatak is analyzed through risk identification, response, and control. Results showed that sources of risk in Klatak satay business were production risk, market risk, and financial risk. Average income of Klatak satay and its by-product in Pleret Subdistrict based on a production scale of 100-500 kg/month is IDR27.716.321/month, 500-1,500 kg/month is IDR72.633.850/month, and >1,500kg/month is IDR431.694.929/month. Average income based on sales of 1,000-4,000 portions/month is IDR27.716.321/month, 4,000-9,000 portions/month is IDR64.221.500/month, and >9,000 portions/month are IDR396.276.188/month. Results of income risk analysis based on a production scale of 100-500 kg/month are 0,18 (CV<0,5), 500-1.500kg/month is 0,20 (CV<0,5), and >1.500 kg/month is 0,50 (CV>0,5). Results of income risk analysis based on the number of servings, namely 1.000-4.000 servings/month are 0,37 (CV<0,5), 4.000-9.000 servings/month is 0,43 (CV<0,5), and >9,000/month is 0,59 (CV>0,5). Based on these results, it can be concluded that higher scale of business atau production and number of serving, higher income obtained and higher risk received.

**Keywords:** Business Risk, Income, Income Risk, Klatak Satay