

***FEASIBILITY OF TOBACCO FARMING IN THE MEKAR ARUM FARMER
GROUP ASSOCIATION TAJUK VILLAGE GETASAN SUB-DISTRICT
SEMARANG REGENCY***

Jeanny Lucky Sekarwangi*, Lestari Rahayu Waluyati, Sugiyarto

**Department Agricultural Socioeconomics
Faculty of Agriculture, Universitas Gadjah Mada
*e-mail: jeanny.sekarwangi13@mail.ugm.ac.id**

ABSTRACT

This study aims to determine (1) the profitability of tobacco farming, and (2) the feasibility of tobacco farming in the Mekar Arum Farmer Group Association, Tajuk Village, Getasan Sub-district, Semarang Regency, based on R/C , π/C , BEP Revenue, BEP Production, and BEP Price. The research was conducted in the Mekar Arum Farmer Group Association, Tajuk Village, Getasan Sub-district, Semarang Regency, selected using purposive sampling. The research sample was obtained using the simple random sampling method with a total of 36 farmer respondents. This study employed a descriptive method with a quantitative approach. Data analysis was performed using profitability calculations, R/C , π/C , BEP Revenue, BEP Production, and BEP Price, as well as statistical analysis using a one-sample t-test for feasibility. The results showed that (1) tobacco farming indicated that wet tobacco does not generate profit, while dry tobacco provides only minimal profit, and (2) overall, tobacco farming is not feasible to undertake. This conclusion is based on various indicators: $R/C < 1$ for wet tobacco and $R/C = 1$ for dry tobacco; $\pi/C < i$ for both wet and dry tobacco (i = the prevailing KUR loan interest rate of 6%); wet tobacco revenue < BEP revenue, while dry tobacco revenue > BEP revenue but with a very small margin that barely covers costs; wet tobacco production < BEP production, while dry tobacco production > BEP production but with a very narrow margin resulting in minimal profit; wet tobacco selling price < BEP price, while dry tobacco selling price > BEP price but with an insignificant difference that limits profit.

Keywords: *farming, tobacco, profitability, feasibility*