

INTISARI

Penelitian ini bertujuan untuk: (1) mengetahui kontribusi pendapatan usaha tani bawang merah di lahan pesisir terhadap pendapatan total rumah tangga petani; (2) mengetahui tingkat kesejahteraan rumah tangga petani bawang merah di lahan pesisir Kapanewon Kretek, Kabupaten Bantul; dan (3) mengetahui faktor-faktor yang memengaruhi tingkat kesejahteraan rumah tangga petani bawang merah di lahan pesisir Kapanewon Kretek, Kabupaten Bantul. Metode sampling pada penelitian ini menggunakan *purposive sampling* untuk penentuan responden dan lokasi penelitian. Jumlah responden sebanyak 40 petani yang menanam bawang merah di lahan pasir pesisir Kapanewon Kretek, Kabupaten Bantul. Metode analisis yang digunakan yaitu: (1) analisis kontribusi pendapatan; (2) *Good Service Ratio* (GSR); dan (3) analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) kontribusi usaha tani bawang merah sebesar 26,01% dan tergolong cukup besar; (2) sebanyak 90% rumah tangga petani berada dalam kategori sangat sejahtera; dan (3) faktor-faktor yang berpengaruh signifikan dalam meningkatkan kesejahteraan rumah tangga adalah pendapatan rumah tangga, pengeluaran pendidikan, umur kepala keluarga, ketahanan pangan, dan tingkat pendidikan petani.

ABSTRACT

This research aims to (1) determine the contribution of the shallot farmer's in the coastal area to the total household income; (2) determine the welfare level of shallot farmer's households in the coastal area; and (3) determine the factors that influence the level of welfare of shallot farmer's households in the coastal area of Kretek Sub-district. The sampling method used in this study is purposive sampling for selecting respondents and research location. A total of 40 farmers cultivated shallots in coastal area. The methods used are (1) income contribution analysis; (2) Good Service Ratio (GSR); and (3) multiple linear regression analysis. Based on the results of the study, it is known that the results of the study showed that (1) the contribution of shallot farming was 26.01% and was quite large; (2) around 90% of the farmers were in the very prosperous category; and (3) factors that significantly influenced household welfare were household income, education expenditure, age of farmer, food security, and farmer education..