INTISARI

Melon merupakan salah satu komoditas hortikultura yang memiliki peluang pasar dan nilai ekonomi yang cukup tinggi. Penelitian ini bertujuan untuk (1) mengetahui perbedaan produktivitas dan biaya (2) mengetahui perbedaan penerimaan, pendapatan, dan keuntungan (3) mengetahui perbedaan kelayakan usaha tani, dan (4) mengetahui pengaruh perubahan harga *output* dan *input* terhadap kelayakan usaha tani melon petani milenial dan petani non milenial di Kalurahan Banaran Kapanewon Galur Kabupaten Kulon Progo. Lokasi penelitian ditentukan secara *purposive sampling* di Kalurahan Banaran, Kapanewon Galur. Pengambilan sampel menggunakan teknik *quota sampling* yaitu 25 orang petani milenial dan 30 petani non milenial. Tujuan pertama dan kedua dianalisis menggunakan pendekatan rumus produktivitas, biaya, penerimaan, pendapatan, dan keuntungan kemudian dilakukan uji *Independent Sample t Test* untuk mengetahui perbedaannya secara statistik. Sementara itu, kelayakan usaha tani dianalisis menggunakan R/C Ratio, π/C Ratio, dan *Break Even Point* (BEP). Selanjutnya tujuan keempat dianalisis dengan *Switching Value* untuk mengetahui perubahan maksimum dari perubahan harga *output* dan *input* agar usaha tani tetap layak diusahakan. Hasil analisis menunjukkan bahwa produktivitas dan biaya usaha tani melon petani milenial lebih besar dibandingkan non milenial. Namun, penerimaan, pendapatan, dan keuntungan usaha tani melon petani milenial dan non milenial tidak memiliki perbedaan dan sama-sama menguntungkan. Selain itu, usaha tani melon petani milenial dan non milenial sama-sama layak berdasarkan kriteria R/C *Ratio*, π/C *Ratio*, dan BEP. Usaha tani petani non milenial lebih sensitif dibandingkan dengan petani non milenial. Usaha tani petani non milenial tetap layak diusahakan meskipun mengalami penurunan harga *output* dan kenaikan harga *input* dengan batas maksimal perubahan sebesar 33,29%. Sementara itu, usaha tani petani milenial juga tetap layak diusahakan meskipun mengalami penurunan harga *output* dan kenaikan harga *input* dengan batas maksimal perubahan sebesar 37,85%. Hal ini menunjukkan bahwa usaha tani melon petani milenial lebih tahan terhadap risiko perubahan harga.

Kata Kunci: melon, petani milenial, petani non milenial, kelayakan, sensitivitas.

ABSTRACT

Melons are one of the horticultural commodities that has promising market opportunities and considerable economic value. This research aims to: (1) identify differences in productivity and production costs, (2) identify differences in revenue, income, and profit, (3) identify differences in farming feasibility, and (4) examine the effect of changes in output and input prices on the feasibility of melon farming among millennial and non millennial farmers in Banaran Village Galur Sub-district Kulon Progo Regency. The research location was determined using a purposive sampling method in Banaran Village, Galur Sub-district. Sampling was conducted using the quota sampling method, consisting of 25 millennial farmers and 30 non millennial farmers. The first and second objectives were analyzed using the productivity, cost, revenue, income, and profit formula approach, then an Independent Sample t Test to determine statistical differences. the feasibility of farming is analyzed using the R/C Ratio, π/C Ratio, and Break Even Point (BEP). The fourth objective is analyzed using the Switching Value method to determine the maximum changes in output and input prices so that farming remains viable. The results of the analysis show that the productivity and production costs of millennial farmers were higher than those of non millennial farmers. However, there were no significant differences in revenue, income, and profit; both groups obtained profitable returns. In addition, melon farming for both millennial and non-millennial farmers was considered feasible based on the R/C Ratio, π/C Ratio, and BEP. The melon farming of non millennial farmers was found to be more sensitive to changes in output and input prices compared to that of millennial farmers. Melon farming for non millennial farmers remained feasible despite a decrease in output prices and an increase in input prices, with a maximum change threshold of 33,29%. Meanwhile, melon farming for millennial farmers also remained feasible with a maximum change threshold of 37,85%. These findings indicate that melon farming for millennial farmers is more resilient to price fluctuations.

Keywords: melon, millennial farmers, non millennial farmers, feasibility, sensitivity.