



Cabai merah keriting merupakan komoditas hortikultura bernilai ekonomi tinggi yang menjadi sumber pendapatan utama bagi sebagian petani, termasuk di wilayah pesisir. Namun, budidaya di lahan pasir pantai yang bersifat marginal menghadapi berbagai tantangan, seperti fluktuasi harga dan tingginya biaya produksi. Hal ini berdampak pada ketidakstabilan pendapatan petani. Penelitian ini bertujuan untuk mengetahui: (1) pendapatan usaha tani cabai merah keriting; (2) kontribusi pendapatan usaha tani cabai merah keriting terhadap total pendapatan rumah tangga; dan (3) faktor-faktor yang memengaruhi pendapatan usaha tani cabai merah keriting. Penelitian dilakukan di Kapanewon Panjatan, Kabupaten Kulon Progo dan 57 petani digunakan sebagai sampel yang ditentukan melalui metode *purposive*. Metode dasar yang digunakan dalam penelitian ini meliputi analisis deskriptif; analisis penerimaan, biaya, dan pendapatan usaha tani; analisis kontribusi pendapatan usaha tani terhadap pendapatan total rumah tangga; dan analisis regresi fungsi keuntungan Cobb-Douglas dengan metode *Ordinary Least Square* (OLS) untuk mengetahui faktor-faktor yang berpengaruh terhadap pendapatan usaha tani. Hasil penelitian menunjukkan bahwa: (1) pendapatan usaha tani cabai merah keriting diperoleh sebesar Rp20.706.448 per musim tanam per luasan usaha tani 2.106 m<sup>2</sup>; (2) kontribusi pendapatan usaha tani cabai merah keriting tergolong rendah dengan persentase sebesar 44,91%; dan (3) faktor-faktor yang berpengaruh signifikan antara lain harga benih, luas lahan, pengalaman usaha tani, harga pupuk, dan tingkat pendidikan petani.

**Kata kunci:** cabai merah keriting, pendapatan usaha tani, kontribusi pendapatan, fungsi keuntungan Cobb-Douglas

ABSTRACT

*Red chili is a high-value horticultural commodity that serves as a major source of income for some farmers, including those in coastal areas. However, its cultivation on marginal coastal sandy land faces several challenges, such as price fluctuations and high production costs. These conditions contribute to the instability of farmers' income. This study aims to determine: (1) the income from red chili farming; (2) the contribution of red chili farming income to total household income; and (3) the factors influencing red chili farming income. The research was conducted in Panjatan Sub-District, Kulon Progo Regency, involving 57 farmers selected through purposive sampling. The methods used in this study include descriptive analysis; analysis of revenue, costs, and farming income; analysis of the contribution of farming income to total household income; and regression analysis of the Cobb-Douglas profit function using the Ordinary Least Squares (OLS) method to identify the factors influencing farming income. The results showed that: (1) the average income from red chili farming was Rp20.706.448 per planting season on a farming area of 2.106 m<sup>2</sup>; (2) the contribution of red chili farming income to total household income was relatively low, at 44.91%; and (3) the factors that had a significant influence included seed price, land area, farming experience, fertilizer price, and the farmer's education level.*

**Keywords:** *red chili, farm income, income contribution, Cobb-Douglas profit function*