



PROFITABILITAS DAN KELAYAKAN USAHA TANI PADI DI KAPANEWON GODEAN KABUPATEN SLEMAN

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INTISARI

Penelitian ini bertujuan untuk: (1) mengetahui profitabilitas usaha tani padi petani, (2) mengetahui kelayakan usaha tani padi, dan (3) mengetahui faktor-faktor yang mempengaruhi keuntungan usaha tani padi. Lokasi penelitian ditentukan secara purposive di Kapanewon Godean Kabupaten Sleman pada bulan Oktober 2024–November 2024. Metode dasar yang digunakan adalah metode survei dengan melakukan wawancara terhadap 60 petani padi. Data dianalisis menggunakan metode *Return of Investment* (ROI) untuk mengetahui profitabilitas usaha tani padi, rasio R/C, rasio π/C , analisis BEP (Produksi, Harga, dan Penerimaan), serta analisis sensitivitas untuk mengetahui kelayakan usaha tani padi, persamaan regresi linier berganda dengan metode *Ordinary Least Square* (OLS) dengan Fungsi Keuntungan (*profit function*) dengan teknik *Unit Output Price Cobb-Dougllass Profit Function* (UOP-CDPF). Hasil penelitian menunjukkan bahwa usaha tani padi menguntungkan dan layak secara finansial. Faktor yang mempengaruhi keuntungan usaha tani padi adalah luas lahan dan pengalaman usaha tani. Saran penelitian ini adalah (1) optimalisasi lahan dan peningkatan kapasitas petani melalui konsolidasi lahan, penanaman serentak, dan pelatihan terbukti signifikan dalam meningkatkan keuntungan, (2) optimalisasi hasil panen, dan penataan ulang struktur pembiayaan usaha, dan (3) memperbaiki akses pasar, menyesuaikan upah tenaga kerja sesuai musim, dan memanfaatkan tenaga kerja keluarga untuk efisiensi biaya.

Kata kunci: usaha tani padi, profitabilitas, kelayakan, faktor keuntungan



PROFITABILITY AND FEASIBILITY OF RICE FARMING IN GODEAN SUB-DISTRICT SLEMAN REGENCY

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ABSTRACT

This study aims to: (1) determine the profitability of rice farming, (2) assess the feasibility of rice farming, and (3) identify the factors influencing the profitability of rice farming. The research location was purposively selected in Godean Sub-district, Sleman Regency, and conducted from October to November 2024. The research employed a survey method by conducting interviews with 60 rice farmers. Data were analyzed using the Return on Investment (ROI) method to assess the profitability of rice farming; the R/C ratio, π/C ratio, and Break-Even Point (BEP) analysis (Production, Price, and Revenue), as well as sensitivity analysis to evaluate the feasibility of rice farming. Additionally, a multiple linear regression analysis using the Ordinary Least Square (OLS) method was applied, based on a profit function approach, specifically the Unit Output Price Cobb-Douglass Profit Function (UOP-CDPF). The results indicate that rice farming is profitable and financially feasible. Factors that significantly influence the profitability of rice farming include land size and farming experience. The recommendations of this study are: (1) optimizing land use and enhancing farmer capacity through land consolidation, synchronized planting, and training, which are proven to significantly increase profits; (2) optimizing harvest yields and restructuring farm financing; and (3) improving market access, adjusting labor wages according to seasonal variations, and utilizing family labor to enhance cost efficiency.

Keywords: rice farming, profitability, feasibility, profit factors