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GADJAH MADA
**Kontribusi Pendapatan Usaha Tani Bawang Merah Lahan Pasir Pantai terhadap Pendapatan Rumah Tangga
Petani di Kapanewon Kretek Kabupaten Bantul**
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INTISARI

Penelitian ini bertujuan untuk: (1) Mengetahui besaran nilai kontribusi pendapatan usaha tani bawang merah lahan pasir pantai terhadap pendapatan rumah tangga petani di Kapanewon Kretek Kabupaten Bantul, (2) Mengetahui tingkat kesejahteraan rumah tangga petani bawang merah lahan pasir pantai di Kapanewon Kretek Kabupaten Bantul, dan (3) Menganalisis faktor-faktor yang memengaruhi kontribusi pendapatan usaha tani bawang merah lahan pasir pantai terhadap pendapatan total rumah tangga petani. Penelitian ini dilaksanakan pada bulan September–Oktober 2025 di Kelurahan Parangtritis, Kapanewon Kretek, Kabupaten Bantul. Metode dasar yang digunakan adalah metode deskriptif analitik. Pengambilan sampel dilakukan secara purposive sampling dengan jumlah sampel sebanyak 40 petani bawang merah lahan pasir pantai. Data dianalisis dengan analisis kategorisasi proporsi yang diuji menggunakan *Chi-Square Goodness of Fit*, analisis *Good Service Ratio* (GSR), serta regresi linier berganda metode *Ordinary Least Square* (OLS). Hasil penelitian menunjukkan bahwa: (1) Kontribusi pendapatan usaha tani bawang merah lahan pasir pantai terhadap pendapatan total rumah tangga tergolong dalam kategori rendah (<25%) dengan rata-rata kontribusi sebesar 20,37%, (2) Tingkat kesejahteraan rumah tangga petani bawang merah tergolong "sangat sejahtera" berdasarkan kriteria GSR (GSR < 1) di mana pengeluaran non-pangan lebih besar daripada pengeluaran pangan, dan (3) Faktor luas lahan dan harga jual bawang merah meningkatkan kontribusi pendapatan usaha tani bawang merah lahan pasir pantai, sementara faktor harga pupuk menurunkan nilai kontribusi pendapatan usaha tani bawang merah lahan pasir pantai di Kapanewon Kretek, Kabupaten Bantul. Saran penelitian adalah perlunya optimasi pemanfaatan lahan secara intensifikasi untuk meningkatkan produktivitas, pemyusunan kebijakan stabilisasi harga jual, serta efisiensi biaya tenaga kerja melalui modernisasi/mekanisasi pertanian.

Kata kunci: kontribusi pendapatan, kesejahteraan petani, *Good Service Ratio*, usaha tani bawang merah, lahan pasir pantai.

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ABSTRACT

This research aims to: (1) Determine the magnitude of the contribution of coastal sand land shallot farming income to the total income of farmer households in Kretek Sub-district, Bantul Regency, (2) Determine the welfare level of coastal sand land shallot farmer households in Kretek Sub-district, Bantul Regency, and (3) Analyze the factors that influence the contribution of coastal sand land shallot farming income to total farmer household income. The research was conducted from September to October 2025 in Parangtritis Village, Kretek Sub-district, Bantul Regency. The basic method used was descriptive-analytic. Sampling was carried out using a purposive sampling method with a sample size of 40 shallot farmers on coastal sand land. Data were analyzed using proportion categorization analysis with Chi-Square Goodness of Fit test, Good Service Ratio (GSR) analysis, and Multiple Linear Regression using the Ordinary Least Square (OLS) method. The results showed that: (1) The contribution of coastal sand land shallot farming income to total household income fell into the high category (>50%), with a mean contribution of 64.12%, (2) The welfare level of shallot farmer households was classified as "very prosperous" based on the GSR criterion (GSR < 1), where non-food expenditure was greater than food expenditure, and (3) Land area and the selling price of shallots increased the contribution to income from shallot farming on coastal sandy land, while fertilizer prices reduced the contribution to income from shallot farming on coastal sandy land in Kapanewon Kretek, Bantul Regency. The study recommends optimizing land use through intensification to increase productivity, formulating policies to stabilize selling prices, and improving labor cost efficiency through modernization and mechanization.

Keyword: *income contribution, farmer welfare*, *Good Service Ratio, shallot farming, coastal sand land*.