



INTISARI

Kabupaten Klaten merupakan salah satu sentra penghasil sohun. Setra penghasil sohun tersebut berada di Kecamatan Ngawen dan Kecamatan Tulung. Penelitian ini bertujuan untuk: (1) menganalisis kelayakan UMKM sohun, (2) menganalisis kontribusi pendapatan UMKM sohun terhadap pendapatan total rumah tangga, (3) mengidentifikasi dan menganalisis faktor-faktor yang mempengaruhi pendapatan UMKM sohun. Lokasi penelitian ditentukan dengan metode *purposive sampling*. Pengambilan sampel pengrajin sohun dilakukan dengan teknik *proportional random sampling* dengan melibatkan 30 pengrajin sohun di Kabupaten Klaten. Kelayakan UMKM sohun dianalisis dengan analisis BEP, R/C, dan π/C . Kontribusi pendapatan UMKM sohun dianalisis dengan analisis kontribusi. Analisis regresi linear berganda digunakan untuk mengetahui faktor-faktor yang mempengaruhi pendapatan. Hasil penelitian menunjukkan bahwa UMKM sohun layak untuk diusahakan. Usaha mikro, kecil, dan menengah memiliki kontribusi pendapatan masing-masing sebesar 85,21%; 91,22%; dan 95,80% terhadap pendapatan total rumah tangga. Faktor-faktor yang mempengaruhi pendapatan UMKM sohun adalah jumlah produksi, harga pati, harga jual sohun, dan jumlah tenaga kerja.

Kata kunci: UMKM, sohun, kelayakan usaha, kontribusi pendapatan, pendapatan.



ABSTRACT

Klaten regency as a center of glass noodle production. Glass noodle was produced in Ngawen and Tulung subdistricts. The objectives of the study were: (1) to conduct the object study of glass noodle micro, small, and medium enterprises (MSMEs), (2) to measure the level of income contribution of MSMEs to total household income, (3) to analyze the determinant factors of MSMEs income. The research locations were chosen by purposively and 30 respondents were interviewed. 30 respondents involved in this study were selected by using proportional random sampling. The feasibility of MSMEs were calculated using analysis of BEP, R/C, and π/C . The contribution of MSMEs income were measured using contribution analysis. The determinant factors of MSMEs income were analyzed using multiple linear regression analysis. The results showed that glass noodle MSMEs were feasible to run. The level of income contribution of micro, small, and medium enterprises were 85.21%; 91.22%; and 95.80% respectively. The determinant factors of MSMEs income were the total of production, the price of starch, the selling price of glass noodle, and the total of workers.

Keywords: micro, small, and medium enterprises (MSMEs), glass noodle, feasibility, income contribution, income.