

RINGKASAN

Krisan potong merupakan salah satu tanaman hias yang memiliki nilai ekonomi tinggi dan sangat populer di kalangan masyarakat. Desa Kawungluwuk adalah desa penghasil krisan potong tertinggi di Kabupaten Cianjur. Kegiatan produksi melibatkan faktor produksi yang dalam penggunaannya memerlukan biaya, diantaranya biaya sewa lahan, biaya bibit, biaya pupuk, biaya pestisida, biaya pembuatan *greenhouse*, biaya listrik dan biaya faktor produksi lainnya. Penelitian ini bertujuan untuk: 1) mengetahui karakteristik petani bunga krisan potong, 2) menghitung besarnya pendapatan, *R/C ratio* (kelayakan) dan BEP (titik impas) usahatani bunga krisan potong, dan 3) mengetahui faktor yang mempengaruhi pendapatan usahatani bunga krisan potong di Desa Kawungluwuk Kecamatan Sukaresmi Kabupaten Cianjur.

Penelitian dilaksanakan di Desa Kawungluwuk Kecamatan Sukaresmi Kabupaten Cianjur pada tanggal 16 Agustus hingga 30 Oktober 2016. Metode penelitian yang digunakan adalah metode survai. Penentuan responden dilakukan dengan metode sensus dengan jumlah responden sebanyak 60 orang. Metode analisis yang digunakan adalah analisis deskriptif, analisis pendapatan, analisis *R/C ratio*, analisis BEP dan analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa: 1) petani bunga krisan potong di Desa Kawungluwuk memiliki karakteristik: rata-rata umur 38,9 tahun, rata-rata tingkat pendidikan SD sebesar 60 persen, rata-rata jumlah tanggungan 3 orang, rata-rata pengalaman usahatani 7 tahun dan luas lahan 0,40 ha, 2) Usahatani bunga krisan potong di Desa Kawungluwuk untuk satu kali musim tanam (4 bulan) dengan rata-rata luas lahan 0,40 ha memiliki pendapatan sebesar Rp79.248.325,43, nilai *R/C* 2,94, BEP unit 29.828 tangkai, BEP penerimaan Rp17.298.631,94 dan BEP harga Rp198,09 per tangkai, 3) Jumlah produksi berpengaruh nyata terhadap pendapatan usahatani bunga krisan potong, sedangkan usia petani, tingkat pendidikan, pengalaman usahatani, biaya tenaga kerja dan biaya bibit berpengaruh tidak nyata terhadap pendapatan usahatani bunga krisan potong di Desa Kawungluwuk Kecamatan Sukaresmi Kabupaten Cianjur.

SUMMARY

Cut chrysanthemum is one of the pieces of ornamental plants that have high economic value and are very popular among the public. The village of Kawungluwuk was the highest producer of cut Chrysanthemum in Cianjur. Production activities involving the production factors in its use requires amount of fees, including the cost of land rent, the cost of seed, fertilizer costs, the cost of pesticides, the manufacturing cost of the greenhouse, electricity costs and other factors of production costs. This research aims to: 1) know the characteristics of farmers cut Chrysanthemum, 2) calculate the income, R/C ratio (eligibility) and BEP (break-even point) in cut Chrysanthemum farming, and 3) know the factors that affect the income of the cut Chrysanthemum farming in the village of Kawungluwuk, Sukaresmi, Cianjur.

The research was conducted in Kawungluwuk village, Sukaresmi sub-district, Cianjur, during August 16th to October 30th 2016. The research method used is survey method. Determination of the respondent's conducted by census method with the total number of respondents as many as 60 person. Analysis of the method used is descriptive analysis, analysis of income, analysis of R/C ratio, analysis of BEP and multiple linear regression analysis.

The results showed that: 1) farmers cut Chrysanthemum in the village of Kawungluwuk is characterized by: average age 38.9 years, average education level is elementary (60 percent), average number of dependents are 3 people, average experience of farming 7 years and average land area 0.40 ha, 2) cut Chrysanthemum farming in Kawungluwuk village in one growing season with an average land area 0.40 ha have income Rp79,248,325.43, the value of R/C 2.94, BEP unit 29.828 stem, BEP revenue is Rp17,298,631.94 and BEP price Rp198.09 per stem 3) Number of production have a real impact to income of cut Chrysanthemum farming, but age, education level, experience of farming, cost of worker and cost of seed have no real impact to income of cut Chrysanthemum farming in the village of Kawungluwuk Subdistrict Sukaresmi Cianjur.