

RINGKASAN

Sektor pertanian di Indonesia berperan penting dalam perekonomian Indonesia, salah satunya sub sektor horticultura. Kentang menjadi salah satu hasil dari sub sektor horticultura. Permintaan kentang varietas atlantis terus meningkat, sejalan dengan berkembangnya bisnis restaurant di Indonesia yang selalu menyediakan menu kentang goreng. Hal ini membuat petani kentang di Indonesia harus menanam kentang varietas atlantis selain granola yang sedari dulu sudah menjadi komoditas penting dalam sub sektor hortikultura. Kecamatan Kertasari terletak di Kabupaten Bandung yang mayoritas mata pencahariannya adalah sebagai petani kentang. Di Kecamatan Kertasari ada dua jenis kentang yang diproduksi, yaitu kentang varietas granola dan atlantis.

Tujuan dari penelitian ini adalah untuk menganalisis efisiensi ekonomis usahatani kentang di Kecamatan Kertasari, pada dua petani varietas kentang yang di produksi di Kertasari, yaitu kentang varietas granola dan atlantis. Populasi dalam penelitian ini adalah petani kentang yang berada di Kecamatan Kertasari. Terdapat 30 responden petani granola dan 30 responden petani atlantis. Metode yang digunakan untuk pengambilan sampling menggunakan metode sample random sampling. dengan menggunakan analisis pendapatan TR - TC, R/C Ratio, dan break-even point. Berdasarkan hasil penelitian, petani varietas granola lebih banyak mendapatkan keuntungan dibandingkan dengan petani varietas atlantis. Rata – rata keuntungan yang didapat petani granola sebesar Rp. 168.822.917, sedangkan petani atlantis sebesar Rp. 91.800.000. Selain itu, nilai R/C ratio petani granola lebih tinggi yaitu sebesar 1,440 dibandingkan petani atlantis yaitu sebesar 1,099. Petani granola maupun petani atlantis pun sudah melalui titik impas atau Break-even point. *BEP sales value* petani granola sebesar Rp. 44.547.033 dan petani atlantis sebesar Rp. 51.720.458. sedangkan untuk *BEP quantity of production* petani granola sebesar 11.874 (Kg) dan petani atlantis sebesar 10.533 (Kg).

Kata Kunci: Ekonomi Pertanian, Hortikultura, Usahatani kentang, Analisis ekonomi efisiensi, R/C Ratio, Break-even point.

SUMMARY

The agricultural sector in Indonesia plays an important role in the Indonesian economy, one of which is the horticulture sub-sector. Potatoes are one of the products of the horticultural sub-sector. The demand for atlantic potato variety continues to increase, in line with the development of the restaurant business in Indonesia which always provides french fries. This has prompted potato farmers in Indonesia to grow atlantic variety in addition to granola, which has always been an important commodity in the horticultural sub-sector. Kertasari District is located in Bandung Regency, where the majority of the livelihoods are potato farmers. In Kertasari Subdistrict, two types of potato are produced, namely granola and atlantis potatoes.

The purpose of this research was to analyze the economic efficiency of potato farming in Kertasari District, on two potato variety farmers produced in Kertasari, namely granola and atlantis varieties. The population in this research were potato farmers in Kertasari District. There were 30 granola farmer respondents and 30 atlantic farmer respondents. The method used for sampling is random sampling method using the analysis of TR-TC income, R / C Ratio, and break-even point. Based on the results, The average total revenue obtained by granola farmers is Rp. 168,822,917, while the Atlantic farmers were Rp. 91,800,000. In addition, the R / C ratio of granola farmers was higher, 1.440 compared to Atlantic farmers, which was 1.099. Granola farmers and Atlantic farmers have also passed the break-even point. BEP sales value for granola farmers is Rp. 44,547,033 and Atlantic farmers of Rp. 51,720,458. while for BEP the quantity of production for granola farmers is 11,874 (Kg) and for Atlantic farmers is 10,533 (Kg).

Keywords: Agricultural Economics, Horticulture, Potato Farming, Economic efficiency analysis, R / C Ratio, Break-even point.