ABSTRAK

Ikan Gurami (*Osphronemus gouramy*) merupakan ikan hasil budidaya air tawar yang digemari dan memiliki nilai ekonomis penting. Permintaan benih Ikan Gurami (*Osphronemus gouramy*) terus mengalami peningkatan setiap tahunnya. Dalam hal ini, Pokdakan Sri Utama berperan sebagai sentra usaha pembenihan Ikan Gurami. Akan tetapi, kontinuitas produksi masih sangat terbatas karena proses pemijahan masih dipengaruhi oleh faktor produksi. Penelitian dilaksanakan dengan pendekatan studi kasus. Pengumpulan data menggunakan sensus kepada 34 responden. Wawancara responden dibantu dengan kuisioner yang diukur dengan mempergunakan model *skala Likert*, setiap pertanyaan berisi lima pilihan dengan nilai berskala 1, 2, 3, 4, dan 5. Bentuk persamaan regresi linear berganda yang didapatkan adalah $Y = 2{,}816 + 0{,}441X_1 - 0{,}218X_2 + 0{,}671X_3 + 0{,}025X_4 + e$. Nilai t_{hitung} pada variabel Luas Kolam (X1) sebesar 3,187, Pakan (X2) sebesar -0,999, Bibit (X3) sebesar 3,117, dan Tenaga Kerja (X4) sebesar 0,163, dengan nilai t_{tabel} sebesar 2,045. Nilai F_{hitung} pada analisis tersebut sebesar 19,794 dengan nilai F_{tabel} sebesar 2,69. Faktor produksi variabel Luas Kolam (X1), Pakan (X2), Bibit (X3), dan Tenaga Kerja (X4) secara simultan berpengaruh terhadap Pendapatan (Y). Nilai sumbangan efektif ($SE\%$) variabel Luas Kolam (X1) sebesar 38,8%, Pakan (X2) sebesar -8,5%, Bibit (X3) sebesar 41,4%, dan Tenaga Kerja (X4) sebesar 1,5%. Sehingga, variabel Bibit (X3) merupakan variabel yang paling berpengaruh terhadap Pendapatan (Y) di Pokdakan Sri Utama.

Kata Kunci : *Ikan Gurami, Pokdakan, pembenihan, faktor produksi, pendapatan.*

ABSTRACT

Gouramy (*Osphronemus gouramy*) was a popular freshwater cultured fish and has important economic value. The demand for gourami (*Osphronemus gouramy*) seeds continues to increase every year. In this case, Pokdakan Sri Utama acts as the center of the Gourami fish hatchery. However, the continuity of production is still very limited because the spawning process is still influenced by production factors. The research was carried out with a case study approach. Collecting data using a census of 34 respondents. Interview respondents were assisted by questionnaires measured using a Likert scale model, each question contains five choices with scale values 1, 2, 3, 4, and 5. The form of the multiple linear regression equation obtained is Y = $2,816 + 0,441X_1 - 0,218X_2 + 0,671X_3 + 0,025X_4 + e$. The value of t_{count} on the variable Pond Area (X1) is 3.187, Feed (X2) is -0.999, Seeds (X3) is 3.117, and Labor (X4) is 0.163, with a t_{table} value of 2.045. The calculated F_{count} in the analysis is 19,794 with an F_{table} value of 2.69. The variable production factors of Pond Area (X1), Feed (X2), Seeds (X3), and Labor (X4) simultaneously have an effect on Income (Y). The effective contribution value (*SE%*) for the variable Pond Area (X1) is 38.8%, Feed (X2) is -8.5%, Seeds (X3) is 41.4%, and Labor (X4) is 1.5 %. Thus, the Seed variable (X3) is the variable that has the most influence on Income (Y) in Pokdakan Sri Utama.

Keywords : *Giant gouramy, fish farming group, hatchery, production factors, income.*