

SUMMARY

This study aims to find out how the impact of Pandemic Covid-19 on income and how the variables influence product selling prices, raw material costs, length of business and amount of labor on the income of the Lanting Industry Business in Lemahduwur Village, Kuwarasan District, Kebumen Regency in 2020. The data used is primary data by taking samples using purposive sampling. The analysis method used is the average difference test and multiple linear regression test.

Based on the results of research and data analysis, the following conclusions were obtained: (1) There was a difference in income between before and during the Covid-19 Pandemic. (2) The variable cost of raw materials and length of business have a significant effect on the business income of the lanting industry. (3) The variable selling price of the product and the amount of labor have no significant effect on the income of the lanting industry business in Lemahduwur Village, Kuwarasan District, Kebumen Regency.

The implication of this research is to increase the income of the lanting industry business actors should maximize the use of raw materials in producing lanting because the cost of raw materials has an effect on income. Another thing to do is to improve skills because the length of business has an effect on the income of the lanting industry business in Lemahduwur Village, Kuwarasan District, Kebumen Regency.

Keywords: *income, product selling price, raw material costs, length of business, number of workers, and the covid-19 pandemic*

RINGKASAN

Penelitian ini bertujuan untuk mengetahui bagaimana dampak Pandemic Covid-19 terhadap pendapatan dan bagaimana pengaruh variable harga jual produk, biaya bahan baku, lama usaha dan jumlah tenaga kerja terhadap pendapatan Usaha Industri Lanting di Desa Lemahduwur Kecamatan Kuwarasan Kabupaten Kebumen pada tahun 2020. Data yang digunakan merupakan data primer dengan mengambil sample menggunakan cara purposive sampling. Metode analisis yang digunakan yaitu uji beda rata-rata dan uji regresi linier berganda.

Berdasarkan hasil penelitian dan analisis data diperoleh kesimpulan sebagai berikut : (1) Terdapat perbedaan pendapatan antara sebelum dan saat terjadinya Pandemic Covid-19. (2) Variable biaya bahan baku dan lama usaha berpengaruh signifikan terhadap pendapatan usaha industry lanting. (3) Variable harga jual produk dan jumlah tenaga kerja tidak berpengaruh signifikan terhadap pendapatan usaha industry lanting di Desa Lemahduwur Kecamatan Kuwarasan Kabupaten Kebumen.

Implikasi penelitian ini yaitu untuk meningkatkan pendapatan pelaku usaha industry lanting sebaiknya memaksimalkan dalam pemanfaatan bahan baku dalam memproduksi lanting karena biaya bahan baku memberi pengaruh terhadap pendapatan. Hal lain yang dilakukan yaitu dengan meningkatkan keterampilan karena lama usaha memberi pengaruh terhadap pendapatan usaha industry lanting di Desa Lemahduwur Kecamatan Kuwarasan Kabupaten Kebumen.

Kata kunci : *pendapatan, harga jual produk, biaya bahan baku, lama usaha, jumlah tenaga kerja, dan pandemic covid-19*