RINGKASAN

Penelitian ini memiliki tujuan yaitu untuk menganalisis besarnya pendapatan usahatani kangkung dan untuk mengetahui pengaruh faktor-faktor sosial ekonomi yang meliputi harga bibit, harga pupuk urea, harga pestisida, upah tenaga kerja, penyusutan alat, produktivitas lahan, tingkat pendidikan, dan pengalaman berusahatani terhadap pendapatan usahatani kangkung di Desa Kalipurwo, Kecamatan Kuwarasan, Kabupaten Kebumen.

Metode penelitian yang digunakan yaitu metode survei dengan pendekatan kuantitatif dan deskriptif. Penelitian ini dilaksanakan pada 18 Mei 2024 sampai 14 Juli 2024 di Desa Kalipurwo, Kecamatan Kuwarasan, Kabupaten Kebumen. Penentuan lokasi dilakukan secara sengaja (*purposive*) karena Desa Kalipurwo merupakan desa dengan penghasil produksi kangkung terbesar di Kecamatan Kuwarasan, Kabupaten kebumen. Sebagian besar masyarakat Desa Kalipurwo bertumpu pada usahatani kangkung. Pengambilan sampel petani kangkung dilakukan menggunakan metode sensus yaitu sebanyak 59 petani kangkung. Analisis data terdiri dari analisis biaya dan pendapatan, serta analisis pengaruh faktor sosial ekonomi terhadap pendapatan usahatani kangkung. Penelitian ini menggunakan fungsi keuntungan UOP tipe *Cobb-Douglass* (*Unit Output Price of Cobb-Douglass Profit Function*) menggunakan analisis regresi linear berganda yang diestimasi melalui logaritma natural model Cobb-Douglas.

Hasil penelitian menunjukkan bahwa biaya total rata-rata untuk satu kali panen di Desa Kalipurwo yaitu Rp 3.244.262. Penerimaan rata-rata untuk satu kali panen yaitu sebesar Rp 10.230.508 dan pendapatan rata-rata usahatani kangkung di Desa Kalipurwo yaitu sebesar Rp 6.986.247. Hasil penelitian menunjukkan bahwa variabel yang berpengaruh nyata dan signifikan terhadap pendapatan usahatani kangkung antara lain yaitu harga pestisida, upah tenaga kerja, dan pengalaman berusahatani. Sementara untuk variabel harga bibit, harga pupuk urea, penyusutan alat, produktivitas lahan, dan tingkat pendidikan tidak berpengaruh secara signifikan terhadap pendapatan usahatani kangkung di Desa Kalipurwo.

SUMMARY

The aim of this research was to analyze the income of water spinach farming and to determine the influence of socioeconomic factors, including seed prices, urea fertilizer prices, pesticide prices, labor wages, equipment depreciation, land productivity, education level, and farming experience on water spinach farming income in Kalipurwo Village, Kuwarasan Sub-district, Kebumen Regency.

The research method used was a survey method with a quantitative and descriptive approach. This research was conducted from May 18, 2024, to July 14, 2024, in Kalipurwo Village, Kuwarasan Sub-district, Kebumen Regency. The location was intentionally selected (purposive sampling) because Kalipurwo Village is the largest water spinach producer in Kuwarasan Sub-district, Kebumen Regency. Most of the residents of Kalipurwo Village rely on water spinach farming. Water spinach farmers were sampled using the census method, totaling 59 farmers. Data analysis consisted of cost and income analysis, as well as the analysis of the effect of socioeconomic factors on water spinach farming income. This study applied the Cobb-Douglass profit function (Unit Output Price of Cobb-Douglass Profit Function) using multiple linear regression analysis estimated through the natural logarithm of the Cobb-Douglas model.

The results showed that the average total cost for one harvest in Kalipurwo Village was Rp 3.244.262. The average revenue per harvest was Rp 10.230.508, and the average income of water spinach farming in Kalipurwo Village was Rp 6.986.247. The results also indicated that the variables had a significant and notable influence on water spinach farming income were pesticide prices, labor wages, and farming experience. Meanwhile, the variables of seed prices, urea fertilizer prices, equipment depreciation, land productivity, and education level did not have a significant effect on water spinach farming income in Kalipurwo Village.