

**OPTIMASI FAKTOR - FAKTOR PRODUKSI BUNGA POTONG KRISAN
PADA PETANI ASOSIASI “ASTHA BUNDA”
DI DESA HARGOBINANGUN KECAMATAN PAKEM
KABUPATEN SLEMAN**

Oleh Maria Lilin Girisinai
Dibimbing Oleh Vandrias Dewantoro dan Siti Syamsiar

ABSTRAK

Tujuan dari penelitian ini (1) Menganalisis pengaruh faktor produksi lahan, bibit, tenaga kerja, pupuk, ZPT, pestisida, dan cahaya terhadap produksi bunga potong krisan petani Asosiasi “Astha Bunda”. (2) Menganalisis optimasi faktor produksi bunga potong krisan petani Asosiasi “Astha Bunda”. (3) Menganalisis kelayakan usaha budidaya bunga krisan petani “Astha Bunda”. Penelitian ini menggunakan metode dasar deskriptif, metode penentuan lokasi dengan metode *purposive*, yang dilaksanakan dengan metode survey, dan metode pengambilan sampel dengan metode sensus. Penelitian ini menggunakan analisis fungsi produksi model Cobb-Douglas, analisis optimasi faktor produksi dengan menghitung rasio antara nilai produk marjinal dengan harga input, dan analisis kelayakan usaha dengan menghitung *profit rate* yang dibandingkan dengan tingkat suku bunga pinjaman bank. Hasil penelitian menunjukkan : (1) Faktor produksi lahan, bibit, tenaga kerja, ZPT, dan pestisida berpengaruh terhadap produksi bunga potong krisan petani Asosiasi “Astha Bunda”. (2) Penggunaan faktor produksi lahan, bibit, tenaga kerja, pupuk, dan pestisida belum optimal. (3) Usaha budidaya bunga potong krisan petani “Astha Bunda” layak diusahakan.

Kata Kunci: Faktor Produksi, Cobb-Douglas, Optimasi, Kelayakan Usaha.

**PRODUCTION FACTORS OPTIMIZATION OF CHRYSANTHEMUM
CUT FLOWER IN THE “ASTHA BUNDA” ASSOCIATION FARMERS
IN HARGOBINANGUN VILLAGE PAKEM SUB-DISTRICT
SLEMAN DISTRICT**

By : Maria Lilin Girisinai
Supervised by : Vandrias Dewantoro and Siti Syamsiar

ABSTRACT

The research aimed to (1) Analyzed the effect of land, seed, labor, fertilizer, plant growth regulator, pesticide, and light production factor towards chrysanthemum cut flower production of “Astha Bunda” Association farmers. (2) Analyzed the optimization factors of chrysanthemum cut flower production of “Astha Bunda” Association farmers, and (3) analyzed the feasibility of chrysanthemum cut flower cultivation of "Astha Bunda" Association farmers. This research used descriptive basic method, while the method for determining the location was purposive method, implemented by survey method, and the sampling method was census method. This research used the analysis of the Cobb-Douglas model production function, analysis of production factor optimization by calculating the ratio between the marginal product value and the input price, and and analyzing business feasibility by calculating the profit rate which is compared to bank loan interest rate. The results of the research showed: (1) Land, seed, labor, plant growth regulator, and pesticide production factor affected the production of chrysanthemum cut flower of “Astha Bunda” Association farmers. (2) The use of land, seed, labor, fertilizer, and pesticide factor weren’t optimal. (3) The chrysanthemum cut flower cultivation of "Astha Bunda" Association farmers feasible to be efforted.

Keywords : Production Factors, Cobb-Douglas, Optimization, Business Feasibility.