

## INTISARI

Kabupaten Kulonprogo merupakan wilayah yang berada di dalam Kawasan Daerah Istimewa Yogyakarta yang berada di daerah sebelah barat Kota Yogyakarta. Kabupaten Kulonprogo terkenal akan usaha hortikultura berupa bawang merah yang terletak di Kapanewon Sentolo, Desa Srikayangan yang membentang luas hamparan lahan pertanian terutama Dusun Gowangsan sehingga pemilihan lokasi penelitian diselenggarakan dengan cara disengaja dalam penelitian ini. Penelitian ini memiliki maksud dan tujuan dalam menganalisis keuntungan usahatani bawang merah di Dusun Gowangsan, Desa Srikayangan dan menganalisis kelayakan usahatani bawang merah di Dusun Gowangsan Desa Srikayangan. Alat metode penelitian ini menggunakan metode kuantitatif dan penentuan sampel didasarkan kepada *purposive sampling* dengan rumus Slovin sebanyak 38 responden usahatani bawang merah yang berada di Dusun Gowangsan, Desa Srikayangan. Teknik pengambilan data diselenggarakan dengan cara wawancara langsung kepada para petani dan kuisisioner. Hasil penelitian menunjukkan bahwa usahatani bawang merah layak diusahakan. Kelayakan usahatani dengan rata-rata luas tanam  $3.000\text{m}^2$  ditunjukkan dengan nilai keuntungan sebesar Rp115.282.688,12 dan alat analisis kelayakan berupa R/C ratio  $4,07 > 1$ , produktivitas modal  $324\% > \text{suku bunga bank } 0,05\% \text{ perbulan}$ , produktivitas tenaga kerja Rp4.884.225,30  $> \text{upah minimum kabupaten}$ , BEP Produksi 1882,80 kg  $> 0$ , BEP Harga Rp8.755,62  $> 0$

**Kata Kunci:** Keuntungan, Kelayakan Usahatani, BEP Produksi, BEP Harga, Produktivitas Modal dan Produktivitas Tenaga Kerja

## **ABSTRACT**

The Kulonprogo Regency is a region located within the Special Region of Yogyakarta, situated to the west of Yogyakarta City. The regency is renowned for its horticultural efforts, particularly in the cultivation of shallots, located in the Subdistrict of Sentolo, Srikayangan Village, which encompasses vast expanses of agricultural land, notably in the Gowangsan Hamlet. Consequently, the deliberate selection of this research location was carried out. The purpose and objectives of this study involve analyzing the profitability of shallot farming in the Gowangsan Hamlet of Srikayangan Village, as well as assessing the feasibility of such farming endeavors in the same area. The research methodology employs a quantitative approach, and the sampling process is based on purposive sampling using the Slovin formula, resulting in a sample size of 38 respondents engaged in shallot farming in the Gowangsan Hamlet of Srikayangan Village. Data collection techniques include direct interviews with farmers and the use of questionnaires. The research findings demonstrate that shallot farming is viable. The viability is supported by an average cultivation area of 3,000m<sup>2</sup>, yielding a profit of Rp115,282,688.12. The feasibility analysis indicators consist of an R/C ratio of 4.24 > 1, a capital productivity of 324% > the monthly bank interest rate of 0.05%, labor productivity of Rp4,884,225.30 > the minimum wage of the regency, a Break-Even Point (BEP) in production of 1882.80 kg > 0, and a BEP in price of Rp8,755.62 > 0.

Keywords: Profit, Farming Feasibility, Production BEP, Price BEP, Capital Productivity and Labor Productivity