

ABSTRAK

Tanaman cabai adalah tanaman sayuran yang mempunyai nilai ekonomi tinggi, namun memiliki banyak masalah dalam hal budidaya. Tujuan penelitian: (1) untuk membandingkan keuntungan usahatani cabai merah besar lahan sempit dan lahan luas ; (2) membandingkan produktivitas usahatani cabai merah besar lahan sempit dan lahan luas ; (3) mengidentifikasi faktor-faktor yang mempengaruhi produksi usahatani cabai merah besar. Penelitian menggunakan metode deskriptif analitik dan survei dengan lokasi penelitian dipilih secara sengaja (*purposive*), yaitu di Desa Andongsari, Sabrang, Pontang Kecamatan Ambulu, Kabupaten Jember. Pengambilan sampel dilakukan menggunakan *proportioned random sampling*. Teknik pengumpulan data dilakukan dengan teknik wawancara petani. Berdasarkan hasil penelitian dapat disimpulkan bahwa ; (1) terdapat perbedaan keuntungan usahatani cabai merah besar pada lahan sempit dan lahan luas pada taraf uji 1%, keuntungan pada lahan sempit sebesar Rp 56.770.494, keuntungan pada lahan luas sebesar Rp 69.971.493. (2) terdapat perbedaan produktivitas usahatani cabai merah besar pada lahan sempit dan lahan luas pada taraf uji 1%, dengan nilai signifikansi sebesar 0,0006. Dimana produktivitas petani lahan sempit lebih rendah dari petani lahan luas. Dengan produktivitas petani lahan sempit sebesar 3.994 kg/ha, sedangkan petani lahan luas sebesar 4.876 kg/ha, (3) faktor produksi jumlah tanaman, luas lahan, pupuk, benih merupakan faktor produksi yang berpengaruh nyata pada usahatani cabai merah besar di Kecamatan Ambulu, Kabupaten Jember, sementara tenaga kerja, dan pestisida , berpengaruh tidak nyata.

Kata kunci : Cabai Merah Besar, Faktor Yang Mempengaruhi Produksi, Keuntungan, Produktivitas

ABSTRACT

Chili plants are vegetables that are classified as annual plants, in the form of shrubs, from the eggplant (*Solanaceae*) tribe. The objectives of this study were: (1) to compare the profit of large red chili farming in narrow land and wide area; (2) to compare the productivity of narrow land and wide land; (3) to identify the factors that influence large red chili farming production. This study used descriptive analytic and survey methods with the research location chosen purposively, namely in the villages of Andongsari, Sabrang, Pontang, Ambulu District, Jember Regency. Sampling was done using a proportioned random sampling. This data collection technique was done by using farmer interview techniques. Based on the research results it can be concluded that; (1) There was a difference in the profit level of large red chili farming on narrow and wide land at the 1% test level. Profit on narrow land is Rp. 56.770.494, profit on large land is Rp. 69.971.493. (2) There was a difference in the productivity level of large red chili farming on narrow and wide land at the 1% test level, with a significance value of 0.0006. Where the productivity of small land farmers was lower than large land farmers. With the productivity of farmers in narrow land of 3,994 kg / ha, while farmers of large areas of 4,876 kg / ha. (3) Production factors, number of plants, land area, fertilizers, seeds were production factors that have a significant effect on large red chili farming in Ambulu District, Jember Regency. Meanwhile, while labor and pesticides have no significant effect.

Key words : Large red chili, Factors that Affect Production, Profit, Productivite.