ABSTRAK

Sawi merupakan salah satu jenis sayuran yang sangat dikenal masyarakat karena rasanya mudah disukai, harga relatif murah, mempunyai nilai komersial dan prospek yang cukup baik. Tujuan penelitian adalah : (1) membandingkan pendapatan usahatani sawi di daerah perkotaan dan pedesaaan, (2) membandingkan keuntungan usahatani sawi di daerah perkotaan dan pedesaaan, (3) membandingkan efisiensi biaya usahatani sawi di daerah perkotaan dan pedesaaan, (4) mengetahui faktor yang mempengaruhi pendapatan usahatani sawi. Penelitian dilakukan di Kelurahan Kebonagung sebagai daerah perkotaan dan Desa Sukorambi sebagai daerah pedesaan di Kabupaten Jember. Penentuan lokasi dilakukan secara *purposive method*. Metode yang digunakan adalah metode deskriptif dan kuantitatif. Pengambilan sampel dilakukan secara *purposive sampling* sebanyak 30 responden di daerah perkotaan dan 30 responden di daerah pedesaan. Analisis data menggunakan : (1) analisis pendapatan, (2) analisis keuntungan, (3) analisis efisiensi biaya, (4) regresi linear berganda, (5) analisis uji-t beda. Hasil penelitian menunjukkan bahwa : (1) tidak ada perbedaan yang signifikan antara pendapatan usahatani sawi di daerah perkotaan dan pedesaan, pendapatan usahatani di perkotaan Rp 1.162.984/100m^2/MT, sedangkan di pedesaan Rp 1.090.027/100m^2/MT (2) ada perbedaan signifikan antara keuntungan di daerah perkotaan dan pedesaan, keuntungan di perkotaan Rp 683.160/100m^2/MT lebih tinggi dibanding pedesaan Rp 287.545/100m^2/MT (3) ada perbedaan signifikan antara efisiensi biaya usahatani sawi di daerah perkotaan dan pedesaan, R/C usahatani di perkotaan sebesar 2,04, lebih besar dibanding pedesaan sebesar 1,40 (4) faktor-faktor yang mempengaruhi pendapatan usahatani sawi di daerah perkotaan dan pedesaan di Kabupaten Jember adalah biaya pupuk, biaya pestisida, biaya tenaga kerja, harga jual, jumlah produksi, dan luas lahan.

Kata Kunci : efisiensi biaya, keuntungan, pendapatan, usahatani sawi.

ABSTRACT

Green plants is one type of vegetable that is very well known to the public because it tastes easy to like, the price is relatively cheap, has commercial value and has good prospects. The aims of this study were: (1) to compare the income of green plants farming in urban and rural areas, (2) to compare the benefit of green plants farming in urban and rural areas, (3) to compare the cost efficiency of green plants farming in urban and rural areas, (4) to determine the factors that affect the income of green plants farming. This research was conducted in Kebonagung Village as an urban area and Sukorambi Village as a rural area in Jember Regency. The location determination by the purposive method. The method used is descriptive and quantitative methods. Sampling was done by purposive sampling from 30 respondents in urban areas and 30 respondents in rural areas. Data analysis used: (1) income analysis, (2) benefit analysis, (3) cost efficiency analysis, (4) multiple linear regression, (5) different t-test analysis. The results showed that: (1) there was no significant difference between the income of green plants farming in urban and rural areas, the income of farming in urban areas was Rp 1,162,984/100m2/MT, while in rural areas it was Rp 1,090,027/100m2/MT (2) there is a significant difference between the benefit in urban and rural areas, the benefit in urban areas is Rp 683,160/100m2/MT higher than the rural Rp 287,545/100m2/MT (3) there is a significant difference between the cost efficiency of green plants farming in urban and rural areas, R/C farming in urban areas is 2.04, bigger than rural areas is 1.40 ((4) the factors that affect the income of green plants farming in urban and rural areas in Jember Regency are amount of fertilizer costs, pesticide costs, labor costs, output prices, production quantities, and land area.

Keywords: cost efficiency, benefits, income, green plants farming.