

ABSTRAK

**PERBEDAAN TINGKAT KONSUMSI, TABUNGAN, KEPEMILIKAN ASSET  
DAN GAYA HIDUP PEMILIK LAHAN KELAPA SAWIT SEBELUM DAN  
SESUDAH ADANYA PERKEBUNAN KELAPA SAWIT  
DI KABUPATEN MELAWI KALIMANTAN BARAT**

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**2015**

Penelitian ini bertujuan untuk mengetahui ada tidaknya perbedaan tingkat konsumsi, tabungan, kepemilikan asset dan gaya hidup sebelum dan sesudah adanya perkebunan kelapa sawit.

Penelitian ini merupakan studi komparatif yang dilaksanakan di Perkebunan Kelapa Sawit, Kabupaten Melawi Kalimantan Barat. Populasi ini berjumlah 1.650 orang, dengan digunakan 95 sampel. Teknik pengambilan sample menggunakan purposive sampling. Penulis menggunakan data primer sebagai data utama dan data sekunder sebagai data pendukung. Data dikumpulkan menggunakan kuesioner. Data dianalisis menggunakan *paired sample t-test*, dengan taraf kesalahan 5% serta pengolahan data menggunakan *SPSS versi 22.00 for windows*.

Hasil penelitian menunjukkan bahwa: (1) Terdapat perbedaan tingkat konsumsi sebelum dan sesudah adanya perkebunan kelapa sawit, dengan ( $\text{sig} = 0,002 < \alpha = 0,025$ ), rata-rata tingkat konsumsi sebelum adanya perkebunan kelapa sawit adalah Rp. 1.260.315 sesudah adanya perkebunan kelapa sawit meningkat menjadi Rp. 3.248.989(2) Terdapat perbedaan tabungan sebelum dan sesudah adanya perkebunan kelapa sawit, dengan( $\text{sig} = 0,000 < \alpha = 0,025$ ), rata-rata tabungan sebelum adanya perkebunan kelapa sawit adalah Rp. 1.240.157 dan sesudah adanya perkebunan kelapa sawit meningkat menjadi Rp. 2.995.263(3) Terdapat perbedaan kepemilikan asset sebelum dan sesudah adanya perkebunan kelapa sawit, dengan ( $\text{sig} = 0,000 < \alpha = 0,025$ ), rata-rata tabungan sebelum adanya perkebunan kelapa sawit adalah Rp. 8.314.210 dan sesudah adanya perkebunan kelapa sawit meningkat menjadi Rp. 41.042.105 (4) Terdapat perbedaan gaya hidup sebelum dan sesudah adanya perkebunan kelapa sawit. Gaya hidup mengalami perubahan yang semakin meningkat, perubahan ini terjadi dalam hal pola konsumsi, gaya berpakaian dan pola rekreasi.

**Kata kunci :** *Konsumsi, Tabungan, Asset, Gaya Hidup, Paired Sample T-test*

ABSTRACT

**THE DIFFERENCES BETWEEN CONSUMPTION, SAVINGS, ASSET OWNERSHIP AND LIFESTYLE OF THE OWNER OF OIL PALM OWNERSHIP BEFORE AND AFTER THE EXISTENCE OF OIL PALM PLANTATION IN MELAWI REGENCY WEST KALIMANTAN**

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This study aims to determine whether there is the difference between the level of consumption, savings, asset ownership and the lifestyle before and after the oil palm plantations.

This study is a comparative study conducted in plantations of palm, Melawi Regency, West Kalimantan. The population were 1.650 people, and the samples were 95 people. The technique of taking the samples was purposive sampling. The data of this study were primary and secondary data. Data were collected by using questionnaires. Data were analyzed by applying paired sample t-test, with a 5% error level and data processing applied *SPSS for windows version 22:00*.

The results show that: (1) There are differences in the level of consumption before and after the oil palm plantations, with ( $\text{sig} = 0.002 < \alpha = 0.025$ ), the average level of consumption before the oil palm plantation is Rp. 1,260,315 after oil palm plantations increases to Rp. 3,248,989 (2) There are differences in savings before and after the oil palm plantations, with ( $\text{sig} = 0.000 < \alpha = 0.025$ ), the average saving before the oil palm plantation is Rp. 1,240,157 and after the oil palm plantation increases to Rp. 2,995,263 (3) There are differences in the ownership of assets before and after the oil palm plantations, with ( $\text{sig} = 0.000 < \alpha = 0.025$ ), the average saving before the oil palm plantation is Rp. 8,314,210 million and after the oil palm plantations increases to Rp. 41,042,105 (4) There are differences in lifestyle before and after the oil palm plantations. Lifestyle changes are increasing, these changes occurred in terms of consumption patterns, style of dress and leisure lifestyle.

**Keywords:** *Consumption, Savings, Assets, Lifestyle, Paired Sample T-test*