

ABSTRAK

STUDI KOMPARASI BIAYA PRODUKSI, PRODUKTIVITAS, KEUNTUNGAN, KERAGAAN PEMASARAN PADI ORGANIK DENGAN PADI ANORGANIK DESA KLEPU DAN DESA SUKOREJO JAWA TENGAH

Ilham Suseno

Universitas Sanata Dharma

Yogyakarta

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Penelitian ini bertujuan untuk menguji dan menganalisis perbandingan biaya produksi, produktivitas, keuntungan, keragaan pemasaran padi organik dengan padi anorganik. Penelitian ini merupakan penelitian deskriptif komparatif. Dengan pengambilan sampel 34 petani organik Desa Sukorejo Kabupaten Sragen dan 41 petani anorganik Desa Klepu Kabupaten Klaten. Data dalam penelitian ini dianalisis dengan teknik *independent sampele t-tes* untuk variabel biaya produksi, produktivitas, dan keuntungan sedangkan untuk keragaan pemasaran dinyatakan dalam persentase.

Hasil penelitian menunjukkan : 1) ada perbedaan signifikan rata-rata biaya produksi budidaya padi organik dengan budidaya padi anorganik; 2) ada perbedaan signifikan rata-rata produktivitas budidaya padi organik dengan budidaya padi anorganik; 3) tidak ada perbedaan keuntungan budidaya padi organik dengan budidaya padi anorganik; dan 4) ada perbedaan keragaan pemasaran padi organik dengan padi anorganik

Kata kunci : biaya produksi, produktivitas, keuntungan, keragaan pemasaran, padi organik dan padi anorganik

ABSTRACT

**COMPARISON STUDY OF PRODUCTION COSTS, PRODUCTIVITY,
PROFIT, PERFORMANCE OF MARKETING ORGANIC RICE WITH
UNORGANIC RICE
IN KLEPU AND SUKOREJO VILLAGE CENTRAL JAVA**

**Ilham Suseno
Sanata Dharma University
Yogyakarta
2016**

This study aims to examine and analyze the comparative costs of production, productivity, profitability, performance of marketing of organic rice with anorganik rice. This is a comparative descriptive study. The samples were 34 organic farmers in Sukorejo Sragen and 41 unorganic farmers in Klepu Klaten Regency. The data were analyzed by applying independet sampel t-tes for variable production costs, productivity, and profitability while for performance of marketing was expressed as a percentage.

The results show: 1) there is a significant difference in average cost of production of organic rice cultivation and unorganic rice cultivation; 2) there is a significant difference in the average productivity of organic rice cultivation and unorganic rice cultivation; 3) there is no difference advantage of organic rice cultivation and unorganic rice cultivation; and 4) there are differences in the performance of marketing of organic rice and unorganic

Keywords: production costs, productivity, profits, performance of marketing, organic rice and unorganic rice.