

ABSTRAK
**KONTRIBUSI USAHA PEMBIBITAN TANAMAN KERAS
TERHADAP KONDISI SOSIAL EKONOMI MASYARAKAT
DI KECAMATAN SUKAHAJI KABUPATEN MAJALENGKA**
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Penelitian ini dilatarbelakangi oleh Kecamatan Sukahaji merupakan sentral pengembangan pertanian bibit di Kabupaten Majalengka dan menjadikan peluang usaha masyarakat dalam pembibitan tanaman. Rumusan masalah yang diangkat dalam penelitian ini adalah: Bagaimana karakteristik usaha pembibitan tanaman; Apakah terdapat kontribusi dari input usaha pembibitan tanaman keras terhadap kondisi sosial ekonomi masyarakat di kecamatan Sukahaji kabupaten Majalengka; Apakah terdapat kontribusi dari proses usaha pembibitan tanaman keras terhadap kondisi sosial ekonomi masyarakat di kecamatan Sukahaji kabupaten Majalengka; Apakah terdapat kontribusi dari output usaha pembibitan tanaman keras terhadap kondisi sosial ekonomi masyarakat di kecamatan Sukahaji kabupaten Majalengka.

Penelitian ini menggunakan metode deskriptif dengan menggunakan teknik survey. Variabel penelitian meliputi variabel bebas yaitu karakteristik usaha meliputi input, proses dan output. Variabel terikatnya adalah kondisi sosial ekonomi dan daya serap penduduk. Populasi penelitian diantaranya 26 pengusaha bibit dan 224 buruh bibit. Sampel yang diambil yaitu 20 orang pengusaha bibit dan 70 orang buruh bibit. Teknik pengambilan data dengan menggunakan pedoman wawancara, observasi lapangan dan studi literatur. Teknik analisis data menggunakan analisis persentase dan Regresi Linear Sederhana.

Hasil penelitian menunjukkan bahwa karakteristik usaha pembibitan tanaman keras di Kecamatan Sukahaji Kabupaten Majalengka diantaranya input (modal pembibitan, lahan, jenis bibit dan tenaga kerja), proses (usia bibit, pemeliharaan, pemupukan dan pembasmian hama) dan output (harga jual, frekuensi jual, volume jual dan pemasaran). Kontribusi input (modal, lahan, jenis bibit dan tenaga kerja) usaha pembibitan tanaman keras di Kecamatan Sukahaji sebesar 103,8% terhadap pendapatan pengusaha bibit, sehingga berdampak dan mempengaruhi tingkat kesehatan pengusaha bibit. Kontribusi proses (usia bibit, pemeliharaan, pemupukan dan pembasmian hama) terhadap kondisi sosial ekonomi masyarakat di Kecamatan Sukahaji tidak signifikan. Hal tersebut dikarenakan terdapat hubungan negatif antara proses pembibitan tanaman dengan pendapatan pengusaha sebesar 46%. Kontribusi output usaha pembibitan tanaman keras meliputi harga jual, frekuensi jual, volume jual memiliki kontribusi 0,938 (93,8%) terhadap pendapatan pengusaha bibit di Kecamatan sukahaji. Sehingga dapat disimpulkan apabila output usaha pembibitan meningkat maka pendapatan pengusaha bibit akan meningkat, dan berdampak terhadap pendidikan anaknya yang meningkat dari pendidikan orangtuanya.

Rekomendasi yang diajukan dalam penelitian ini yaitu dapat memberikan sumbangsih pemikiran dalam mengatasi permasalahan yang dihadapi oleh petani bibit dalam mengembangkan pertanian bibit di Kecamatan Sukahaji sehingga dapat bersaing dengan sentra pembibitan di daerah lain, serta ditujukan pada instansi pemerintahan terkait untuk memberikan arahan dan perhatian dalam meningkatkan produksi bibit tanaman keras baik dari segi kualitas maupun kuantitas.

Kata Kunci : *Kontribusi Usaha Pembibitan Tanaman, Kondisi Sosial Ekonomi*

ABSTRACT
CONTRIBUTION OF BUSINESS HARD NURSERIES PLANTS
AGAINST SOCIO-ECONOMIC CONDITIONS OF COMMUNITIES
SUB-DISTRICT SUKAHAJI MAJALENGKA REGENCY
By
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The research is background by Sub-district Sukahaji is central to the development of agricultural seeds in Majalengka Regency and make business opportunities for society in a plants nursery. Summary of problems raised in this research is: How do the characteristics of the plant nursery business; whether there are contributions from the input effort nursery hard perennials towards socio-economic conditions of communities in sub-district Sukahaji of Majalengka Regency; whether there are contributions from the process effort plant nurseries hard perennials toward socio-economic conditions of communities in sub-district Sukahaji of Majalengka Regency; whether there are contributions from the output of the plant nursery hard perennials towards socio-economic conditions of communities in sub-district Sukahaji of Majalengka Regency.

This research uses descriptive method by using the techniques of surveying. Variable research includes free variables that is characteristic of the plant nursery business include the input, process and output. The variable terikatnya is the socio-economic conditions and the absorption of the population. The research population were 26 entrepreneurs seeds and 224 seedlings labour. Samples taken i.e. 20 people entrepreneurs seeds and 70 workers of the seeds. Engineering data retrieval using field observation, interview guidelines and literature study. Technique of data analysis using percentage analysis and Regression Linear .

The results showed that the characteristics of the plant nursery businesses hard in sub district Sukahaji of Majalengka regency were inputs (capital, land, species of nursery seedlings and Manpower), process (the age of seedlings, maintenance, fertilization and pest) and output (sales price, frequency, volume selling selling and marketing). Contribution of inputs (capital, land, type of seeds and labor) perennials nursery business in sub-district Sukahaji as big as 103,8% against revenue entrepreneurs seeds, so is impacting and influencing the level of health entrepreneurs seeds. Contribution of process (the age of seedlings, maintenance, fertilization and pest extermination) against the socio-economic conditions of communities in the District of Sukahaji was not significant. That is because there is a negative relationship between the process of breeding plants with the income of entrepreneurs amounting to 46%. The output contributions of hard plant nursery businesses include selling price, frequency, volume selling selling and marketing contributed to 0,938 (93,8%) on income entrepreneurs of seed in sub-district sukahaji. So it can be summed up in a nursery business output increased then the income of entrepreneurs of seed will increase, and have an impact on the education of his son who rose from his parents ' education.

The recommendations put forward in this study that is can thought-provoking contributions in addressing the problems faced by farmers in developing agricultural seeds seed in district Sukahaji so that it can compete with the Central nursery in other areas, as well as related government agencies dedicated to providing referrals and attention on increasing the production of plant seed hard both in terms of quality and quantity.

Keywords: the contribution of business plant nursery, the social conditions economic