

## **ABSTRACT**

*The aims of the research are to know the profit, income, and feasibility of melon farming, watermelon, chili in the sand field in the Bugel village, Kulonprogo district. The method used is descriptive involving 30 farmers. Consisting of 10 farmers of watermelon, 10 melon farmers, and 10 chili as respondents. The location of the study was determined by purposive sampling of simple random sample (psas). This research type of data used is primary and secondary data. Result of analysis of three farm commodities with average land area 5000 m<sup>2</sup> can be explained income for watermelon farming is Rp 53,336,842 and profit of Rp 45.124.527. from the feasibility analysis can be known break event point price Rp 417, Break event volume production points 11.617 kg and RC analysis Rasio 3.6. Income for melon farming is Rp14,208,371,38 and profit Rp 10,048,662. from the feasibility analysis can be known break event point price Rp 1262, Break event volume production points 8.594, kg and RC analysis Rasio1,6. The income for chili farming is Rp 30.114.256 and profit of Rp19.934.212. From the feasibility analysis can be known break event point price Rp 9.599 Break event point production volume1.521, kg from analysis R-C Rasio 1,8 based on the analysis of the three farming commodities in the sand land can be concluded that profitable and feasible in the effort.*

*Keywords : Profit, Income, BEP Price, BEP Production Volume, R/C*