

**THE OPTIMALIZATION OF PALM SUGAR HOME INDUSTRIAL IN
HARGOTIRTO VILLAGE OF KOKAP DISTRICT OF
KULON PROGO REGENCY**

**Nabilla Gusni Octavira / 20150220022
Dr. Aris Slamet Widodo, SP, M.Sc. / Sutrisno, SP, MP.
Agribusiness Department Faculty of Agriculture
Universitas Muhammadiyah Yogyakarta**

ABSTRACT

**THE OPTIMALIZATION OF PALM SUGAR HOME INDUSTRIAL
IN HARGOTIRTO VILLAGE OF KOKAP DISTRICT OF KULON PROGO
REGENCY (Thesis supervised by Dr. Aris Slamet Widodo, SP, M. Sc, and
Sutrisno , SP, MP)** This research aims to understand the cost, revenues and profit
of palm sugar industry in Hargotirto Village, Kokap District of KulonProgo
Regency, and discover the optimalization palm sugar home industrial in
Hargotirto Village, Kokap District of KulonProgo Regency. The research was
conducted in Hargotirto Village, Kokap District of KulonProgo Regency using the
purpose sampling method (purposive sampling), which is based on the fact that
the Hargotirto Village has the largest population of palm sugar craftsmen, up to
976 people. The sample in this research are 90 people. The analysis used in this
research is the cost analysis and revenues as well as optimalization analysis. The
results of this research showed: (1) Profits of palm sugar craftsmen in Hargotirto,
Kokap district of KulonProgo Regency is crystal sugar from palm sugar, (2). The
optimalization toward palm sugar home industrial throughout 2019has decreased
due to climate/weather changes.

Keyword: Palm sugar, Optimalization, Revenues

**OPTIMASI USAHA INDUSTRI RUMAH TANGGA GULA KELAPA DI
DESA HARGOTIRTO KECAMATAN KOKAP
KABUPATEN KULON PROGO**

Nabilla Gusni Octavira / 20150220022

Dr. Aris Slamet Widodo, SP, M.Sc. / Sutrisno, SP, MP.

**Program Studi Agribisnis Fakultas Pertanian
Universitas Muhammadiyah Yogyakarta**

INTISARI

Penelitian ini bertujuan untuk mengetahui biaya, penerimaan dan keuntungan pada usaha industri gula kelapa di Desa Hargotirto Kecamatan Kokap Kabupaten Kulon Progo. dan mengetahui optimasi usaha industri gula kelapa di Desa Hargotirto Kecamatan Kokap Kabupaten Kulon Progo. Penelitian dilakukan di Desa Hargotirto, Kecamatan Kokap, Kabupaten Kulon Progo dengan cara sengaja (*purposive sampling*) yaitu dengan dasar karena di Desa Hargotirto memiliki jumlah populasi pengrajin gula kelapa paling banyak yaitu 976 orang. Sampel dalam penelitian ini berjumlah 90 orang. Analisis yang digunakan dalam penelitian ini adalah analisis biaya dan penerimaan serta analisis optimasi. Hasil penelitian menunjukkan (1) Keuntungan yang dimiliki pengrajin gula kelapa di Desa Hargotirto Kecamatan Kokap Kabupaten Kulon Progo adalah gula semut dari gula kelapa. 2) Optimasi terhadap usaha industri rumah tangga gula kelapa selama tahun 2019 mengalami penurunan karena perubahan cuaca.

Kata kunci : gula kelapa, optimasi, penerimaan