

**KELAYAKAN USAHATANI BERAS MERAH DI GAPOKTAN TANI MULUS DESA
MUNDAKJAYA, KECAMATAN CIKEDUNG, KABUPATEN INDRAMAYU**

*The Feasibility Of Red Rice Farming Business In Gapoktan Tani Mulus Mundakjaya
Village, Cikedung District, Indramayu Regency*

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ABSTRACT

This research aims to find out the cost, revenue, income and profits of red rice farming business and the feasibility of red rice farming business in Gapoktan Tani Mulus Mundakjaya Village, Cikedung District, Indramayu Region. The method used by the author in this study is the descriptive method and conducted purposively (intentionally). Gapoktan Tani Mulus Mundakjaya Village, Cikedung District, Indramayu Region was chosen as the research location because it is the only farmer associations that produce the innovation of red rice. The sampling of 34 respondents is conducted by census. The result of red rice farming business in Gapoktan Tani Mulus, with an average land area is 1500 m² shows the total of explicit cost is Rp. Rp. 1.510.933 and the total of implisit cost is Rp. 1.377.798. Meanwhile, the total costs obtained is Rp. 2.888.759, the revenue obtained by the farmers is Rp. 6.528.000, the income is Rp. 5.017.068, and the profits obtained is Rp. 3.639.241. The red rice farming in Mundakjaya Village has an R / C of 2.3, labor productivity of Rp. 646.550 per HKO and capital productivity of Rp. 2,45. Therefore, the red rice farming business is feasible to run. However, the land productivity of Rp. 2.675 per 1 m²/MT is not feasible to be cultivated.

Keywords : Red Rice, Cost, Revenue, Income, Profit, The Feasibility of Farming Business