

ABSTRAK

Penelitian ini bertujuan untuk menganalisis karakteristik sosial ekonomi Pendapatan pengusaha Industri rumah tangga pengolahan produksi Perikanan di Kecamatan Tungkal Ilir dan menganalisis pengaruh pendapatannya di Kecamatan Tungkal Ilir, Kabupaten Tanjung Jabung Barat. Sumber Data yang diperoleh dalam penelitian ini adalah data primer yang didapat dengan carar penelitian lapangan yang bersumber dari pengusaha Industri Rumah Tangga pengolahan Produk Perikanan sebagai sampel. Metode penarikan sampel yang digunakan dalam penelitian ini adalah stratified Random Sampling. Data di analisis dengan metode analisis deskriptif kualitatif dan deskriptif Kuantitatif. Alat analisis menggunakan regresi linear berganda.

Berdasarkan Karakteristik sosial ekonomi pengusaha home industry pengolahan produk perikanan di Kecamatan Tungkal Ilir Kabupaten Tanjung Jabung Barat terdapat perbedaaan yang dapat dilihat dari kelompok responden mayoritas berdasarkan umur diatas 41 tahun sebanyak 38,47 persen, Tingkat Pendidikan SMA 38,46 Persen, jumlah anggota keluarga 3-4 orang 38,46 persen, lama usaha 5-10 tahun 39,75 persen dan pendapatan pengusaha home industri rumah tangga pengolahan produk perikanan diatas Rp. 3.000.000,- sebesar 46,16 persen. Berdasarkan hasil pengolahan data diperoleh bahwa koefisien variable modal sebesar 0.584437 dan koefisien bahan baku sebesar -4362.252 yang berpengaruh signifikan terhadap pendapatan Pengusaha home industry pengolahan produk perikanan di Kecamatan Tungkal Ilir Kabupaten Tanjung Jabung Barat dengan tingkat probabilita di bawah 5% ($\alpha=0,05$). Sedangkan koefisien variable tenaga kerja sebesar 436927.0 yang berpengaruh tidak signifikan terhadap pendapatan Pengusaha home industry pengolahan produk perikanan di Kecamatan Tungkal Ilir Kabupaten Tanjung Jabung Barat.

Kata Kunci : Pendapatan, karakteristik sosial ekonomi Pengusaha Home industry produk Perikanan, analisis regresi linear berganda.

ABSTRACT

The main subjective of this research are analyze the socio- economic characteristics of the income of home industry entrepreneurs processing fishery production in Tungkal Ilir District and analyze the influence of their income in Tungkal Ilir District, West Tanjung Jabung Regency. Sources of data obtained in this study are primary data obtained by means of field research sourced from home industry entrepreneurs processing fishery products as samples. The sampling method used in this study is stratified random sampling. Data were analyzed using descriptive qualitative and quantitative descriptive analysis methods. The analysis tool uses multiple linear regression.

Based on the socio-economic characteristics of fishery product processing home industry entrepreneurs in Tungkal Ilir Subdistrict, West Tanjung Jabung Regency, there are differences that can be seen from the majority group of respondents based on age above 41 years as much as 38.47 percent, High School Education Level 38.46 Percent, number of family members 3 -4 people 38.46 percent, length of business 5-10 years 39.75 percent and income of home industry entrepreneurs processing household fishery products above Rp. 3,000,000, - amounting to 46.16 percent. Based on the results of data processing, it was found that the capital variable coefficient was 0.584437 and the raw material coefficient was -4362.252 which had a significant effect on the income of fishery product processing home industry entrepreneurs in Tungkal Ilir District, West Tanjung Jabung Regency with a probability level below 5% ($\alpha=0.05$). While the coefficient of the labor variable is 436927.0 which has no significant effect on the income of fishery product processing home industry entrepreneurs in Tungkal Ilir District, West Tanjung Jabung Regency.

Keywords: Income, , socio-economic characteristics of Entrepreneurs Homeindustry products Fishery, multiple linier regression analysis.