**Lampiran 1. Karakteristik Petani di Desa Beringin Kecamatan Beringin**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **Umur** | **Jenis Kelamin** | **Pendidikan** |
| 1 | 45 | Laki-Laki | SMA |
| 2 | 42 | Laki-Laki | SD |
| 3 | 50 | Laki-Laki | SMP |
| 4 | 48 | Laki-Laki | SD |
| 5 | 53 | Laki-Laki | SMP |
| 6 | 55 | Laki-Laki | SD |
| 7 | 45 | Laki-Laki | SMA |
| 8 | 49 | Laki-Laki | SMP |
| 9 | 46 | Laki-Laki | SMA |
| 10 | 50 | Laki-Laki | SD |
| 11 | 55 | Laki-Laki | Perguruan Tinggi |
| 12 | 45 | Laki-Laki | SD |
| 13 | 48 | Laki-Laki | SD |
| 14 | 46 | Laki-Laki | Perguruan Tinngi |
| 15 | 50 | Laki-Laki | SMP |
| 16 | 43 | Laki-Laki | SD |
| 17 | 55 | Laki-Laki | SD |
| 18 | 51 | Laki-Laki | SD |
| 19 | 44 | Laki-Laki | SMA |
| 20 | 40 | Laki-Laki | SMP |
| 21 | 45 | Laki-Laki | SD |
| 22 | 48 | Laki-Laki | SD |
| 23 | 40 | Laki-Laki | SD |
| 24 | 40 | Laki-Laki | SMP |
| 25 | 45 | Laki-Laki | SMP |
| 26 | 48 | Laki-Laki | SD |
| 27 | 48 | Laki-Laki | SMA |
| 28 | 45 | Laki-Laki | SD |
| 29 | 50 | Laki-Laki | SMP |
| 30 | 43 | Laki-Laki | SD |

*Sumber : Petani Desa Beringin 2018*

**Lampiran 2. Biaya Produksi Petani Mentimun**

1. **Biaya Bibit Usahatani Mentimun**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **Jumlah (Kg)** | **Harga** | **Total Biaya (Rp)** |
| 1 | 2 Kg | 50.000 | 100.000 |
| 2 | 2 Kg | 50.000 | 100.000 |
| 3 | 2 Kg | 50.000 | 100.000 |
| 4 | 3 Kg | 50.000 | 150.000 |
| 5 | 3 Kg | 50.000 | 150.000 |
| 6 | 2 Kg | 50.000 | 100.000 |
| 7 | 3 Kg | 50.000 | 150.000 |
| 8 | 2 Kg | 50.000 | 100.000 |
| 9 | 2 Kg | 50.000 | 100.000 |
| 10 | 3 Kg | 50.000 | 150.000 |
| 11 | 3 Kg | 50.000 | 150.000 |
| 12 | 2 Kg | 50.000 | 100.000 |
| 13 | 2 Kg | 50.000 | 100.000 |
| 14 | 3 Kg | 50.000 | 150.000 |
| 15 | 1 Kg | 50.000 | 50.000 |
| 16 | 2 Kg | 50.000 | 100.000 |
| 17 | 3 Kg | 50.000 | 150.000 |
| 18 | 2 Kg | 50.000 | 100.000 |
| 19 | 1 Kg | 50.000 | 50.000 |
| 20 | 2 Kg | 50.000 | 100.000 |
| 21 | 2 Kg | 50.000 | 100.000 |
| 22 | 1 Kg | 50.000 | 50.000 |
| 23 | 3 Kg | 50.000 | 150.000 |
| 24 | 3 Kg | 50.000 | 150.000 |
| 25 | 1 Kg | 50.000 | 50.000 |
| 26 | 2 Kg | 50.000 | 100.000 |
| 27 | 1 Kg | 50.000 | 50.000 |
| 28 | 2 Kg | 50.000 | 100.000 |
| 29 | 2 Kg | 50.000 | 100.000 |
| 30 | 3 Kg | 50.000 | 150.000 |
| **Total** | 65 Kg | 1.500.000 | 3.250.000 |
| **Rata-Rata** | 2.25 Kg | 50.000 | 112.500 |

*Sumber : Petani Desa Beringin, 2018*

1. **Pupuk Urea**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **Jumlah (Kg)** | **Harga** | **Total Biaya (Rp)** |
| 1 | 100 | 1.300 | 130.000 |
| 2 | 150 | 1.300 | 195.000 |
| 3 | 200 | 1.300 | 260.000 |
| 4 | 150 | 1.300 | 195.000 |
| 5 | 100 | 1.300 | 130.000 |
| 6 | 150 | 1.300 | 195.000 |
| 7 | 200 | 1.300 | 260.000 |
| 8 | 200 | 1.300 | 260.000 |
| 9 | 200 | 1.300 | 260.000 |
| 10 | 150 | 1.300 | 195.000 |
| 11 | 150 | 1.300 | 195.000 |
| 12 | 100 | 1.300 | 130.000 |
| 13 | 200 | 1.300 | 260.000 |
| 14 | 200 | 1.300 | 260.000 |
| 15 | 200 | 1.300 | 260.000 |
| 16 | 150 | 1.300 | 195.000 |
| 17 | 150 | 1.300 | 195.000 |
| 18 | 200 | 1.300 | 260.000 |
| 19 | 200 | 1.300 | 260.000 |
| 20 | 150 | 1.300 | 195.000 |
| 21 | 100 | 1.300 | 130.000 |
| 22 | 200 | 1.300 | 260.000 |
| 23 | 200 | 1.300 | 260.000 |
| 24 | 150 | 1.300 | 195.000 |
| 25 | 100 | 1.300 | 130.000 |
| 26 | 150 | 1.300 | 195.000 |
| 27 | 150 | 1.300 | 195.000 |
| 28 | 200 | 1.300 | 260.000 |
| 29 | 100 | 1.300 | 130.000 |
| 30 | 150 | 1.300 | 195.000 |
| **Total** | 4.800 | 39.000 | 6.240.000 |
| **Rata-Rata** | 165 | 1.3 | 214.500 |

*Sumber : Petani Desa Beringin, 2018*

**3. Pupuk SP36**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **NO** | **Jumlah (Kg)** | | **Harga** | **Total Biaya (Rp)** | |
| 1 | 50 | | 1.700 | 85.000 | |
| 2 | 100 | | 1.700 | 170.000 | |
| 3 | 150 | | 1.700 | 255.000 | |
| 4 | 100 | | 1.700 | 170.000 | |
| 5 | 50 | | 1.700 | 85.000 | |
| 6 | 100 | | 1.700 | 170.000 | |
| 7 | 150 | | 1.700 | 255.000 | |
| 8 | 150 | | 1.700 | 255.000 | |
| 9 | 150 | | 1.700 | 255.000 | |
| 10 | 100 | | 1.700 | 170.000 | |
| 11 | 100 | | 1.700 | 170.000 | |
| 12 | 100 | | 1.700 | 170.000 | |
| 13 | 150 | | 1.700 | 255.000 | |
| 14 | 150 | | 1.700 | 255.000 | |
| 15 | 150 | | 1.700 | 255.000 | |
| 16 | 100 | | 1.700 | 170.000 | |
| 17 | 100 | | 1.700 | 170.000 | |
| 18 | 150 | | 1.700 | 255.000 | |
| 19 | 150 | | 1.700 | 255.000 | |
| 20 | 100 | | 1.700 | 170.000 | |
| 21 | 150 | | 1.700 | 255.000 | |
| 22 | 100 | | 1.700 | 170.000 | |
| 23 | 100 | | 1.700 | 170.000 | |
| 24 | 150 | | 1.700 | 255.000 | |
| 25 | 100 | | 1.700 | 170.000 | |
| 26 | 150 | | 1.700 | 255.000 | |
| 27 | 150 | | 1.700 | 255.000 | |
| 28 | 100 | | 1.700 | 170.000 | |
| 29 | 150 | | 1.700 | 255.000 | |
| 30 | 100 | | 1.700 | 170.000 | |
| **Total** | | 3.600 | 51.000 | 6.120.000 |
| **Rata-Rata** | | 120 | 1.700 | 204.000 |

*Sumber : Petani Desa Beringin, 2018*

**4. Pupuk KCl**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **NO** | **Jumlah (Kg)** | **Harga** | **Total Biaya (Rp)** | |
| 1 | 50 | 2.300 | 115.000 | |
| 2 | 100 | 2.300 | 230.000 | |
| 3 | 150 | 2.300 | 345.000 | |
| 4 | 100 | 2.300 | 230.000 | |
| 5 | 50 | 2.300 | 115.000 | |
| 6 | 100 | 2.300 | 230.000 | |
| 7 | 100 | 2.300 | 230.000 | |
| 8 | 100 | 2.300 | 230.000 | |
| 9 | 150 | 2.300 | 345.000 | |
| 10 | 100 | 2.300 | 230.000 | |
| 11 | 100 | 2.300 | 230.000 | |
| 12 | 100 | 2.300 | 230.000 | |
| 13 | 150 | 2.300 | 345.000 | |
| 14 | 100 | 2.300 | 230.000 | |
| 15 | 150 | 2.300 | 345.000 | |
| 16 | 100 | 2.300 | 230.000 | |
| 17 | 100 | 2.300 | 230.000 | |
| 18 | 150 | 2.300 | 345.000 | |
| 19 | 100 | 2.300 | 230.000 | |
| 20 | 100 | 2.300 | 230.000 | |
| 21 | 100 | 2.300 | 230.000 | |
| 22 | 150 | 2.300 | 345.000 | |
| 23 | 150 | 2.300 | 345.000 | |
| 24 | 100 | 2.300 | 230.000 | |
| 25 | 150 | 2.300 | 345.000 | |
| 26 | 150 | 2.300 | 345.000 | |
| 27 | 100 | 2.300 | 230.000 | |
| 28 | 100 | 2.300 | 230.000 | |
| 29 | 150 | 2.300 | 345.000 | |
| 30 | 100 | 2.300 | 230.000 | |
| **Total** | 3.400 | 69.000 | 7.820.000 |
| **Rata-Rata** | 113.3 | 2.300 | 260.666 |

*Sumber : Petani Desa Beringin, 2018*

**5. Pupuk Kandang**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **Jumlah (Karung)** | **Harga** | **Total Biaya (Rp)** |
| 1 | 20 | 5.000 | 100.000 |
| 2 | 24 | 5.000 | 120.000 |
| 3 | 25 | 5.000 | 125.000 |
| 4 | 25 | 5.000 | 125.000 |
| 5 | 20 | 5.000 | 100.000 |
| 6 | 24 | 5.000 | 120.000 |
| 7 | 25 | 5.000 | 125.000 |
| 8 | 25 | 5.000 | 125.000 |
| 9 | 25 | 5.000 | 125.000 |
| 10 | 20 | 5.000 | 100.000 |
| 11 | 24 | 5.000 | 120.000 |
| 12 | 25 | 5.000 | 125.000 |
| 13 | 25 | 5.000 | 125.000 |
| 14 | 20 | 5.000 | 100.000 |
| 15 | 24 | 5.000 | 120.000 |
| 16 | 25 | 5.000 | 125.000 |
| 17 | 25 | 5.000 | 125.000 |
| 18 | 25 | 5.000 | 125.000 |
| 19 | 20 | 5.000 | 100.000 |
| 20 | 24 | 5.000 | 120.000 |
| 21 | 20 | 5.000 | 100.000 |
| 22 | 25 | 5.000 | 125.000 |
| 23 | 20 | 5.000 | 100.000 |
| 24 | 24 | 5.000 | 120.000 |
| 25 | 24 | 5.000 | 120.000 |
| 26 | 20 | 5.000 | 100.000 |
| 27 | 25 | 5.000 | 125.000 |
| 28 | 25 | 5.000 | 125.000 |
| 29 | 24 | 5.000 | 120.000 |
| 30 | 20 | 5.000 | 100.000 |
| **Total** | 677 | 150.000 | 3.485.000 |
| **Rata-Rata** | 23.5 | 5.000 | 1.175.000 |

*Sumber : Petani Desa Beringin, 2018*

**6. Curacron**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **Jumlah (L)** | **Harga** | **Total Biaya (Rp)** |
| 1 | 10 | 135.000 | 1.350.000 |
| 2 | 10 | 135.000 | 1.350.000 |
| 3 | 10 | 130.000 | 1.300.000 |
| 4 | 10 | 135.000 | 1.350.000 |
| 5 | 10 | 135.000 | 1.350.000 |
| 6 | 10 | 135.000 | 1.350.000 |
| 7 | 10 | 130.000 | 1.300.000 |
| 8 | 10 | 135.000 | 1.350.000 |
| 9 | 10 | 130.000 | 1.300.000 |
| 10 | 10 | 135.000 | 1.350.000 |
| 11 | 10 | 135.000 | 1.350.000 |
| 12 | 10 | 135.000 | 1.350.000 |
| 13 | 10 | 130.000 | 1.300.000 |
| 14 | 10 | 135.000 | 1.350.000 |
| 15 | 10 | 135.000 | 1.350.000 |
| 16 | 10 | 135.000 | 1.350.000 |
| 17 | 10 | 130.000 | 1.300.000 |
| 18 | 10 | 135.000 | 1.350.000 |
| 19 | 10 | 135.000 | 1.350.000 |
| 20 | 10 | 130.000 | 1.300.000 |
| 21 | 10 | 135.000 | 1.350.000 |
| 22 | 10 | 130.000 | 1.300.000 |
| 23 | 10 | 135.000 | 1.350.000 |
| 24 | 10 | 130.000 | 1.300.000 |
| 25 | 10 | 130.000 | 1.300.000 |
| 26 | 10 | 135.000 | 1.350.000 |
| 27 | 10 | 135.000 | 1.350.000 |
| 28 | 10 | 130.000 | 1.300.000 |
| 29 | 10 | 135.000 | 1.350.000 |
| 30 | 10 | 130.000 | 1.300.000 |
| **Total** | 300 | 3.995.000 | 39.950.000 |
| **Rata-Rata** | 10 | 133.5 | 1.335.000 |

*Sumber : Petani Desa Beringin, 2018*

**7. Upah Tenaga Kerja**

|  |  |  |
| --- | --- | --- |
| **No** | **Jumlah** | **Total Biaya** |
| 1 | 7 | 1.200.000 |
| 2 | 6 | 1.050.000 |
| 3 | 6 | 1.200.000 |
| 4 | 6 | 1.400.000 |
| 5 | 5 | 1.050.000 |
| 6 | 7 | 1.200.000 |
| 7 | 6 | 1.050.000 |
| 8 | 5 | 1.050.000 |
| 9 | 5 | 1.120.000 |
| 10 | 7 | 1.050.000 |
| 11 | 7 | 1.200.000 |
| 12 | 6 | 1.250.000 |
| 13 | 6 | 1.200.000 |
| 14 | 5 | 1.000.000 |
| 15 | 7 | 1.050.000 |
| 16 | 6 | 1.200.000 |
| 17 | 5 | 1.150.000 |
| 18 | 5 | 1.250.000 |
| 19 | 7 | 1.500.000 |
| 20 | 7 | 1.400.000 |
| 21 | 5 | 1.250.000 |
| 22 | 6 | 1.200.000 |
| 23 | 7 | 1.050.000 |
| 24 | 6 | 1.400.000 |
| 25 | 7 | 1.200.000 |
| 26 | 5 | 1.050.000 |
| 27 | 5 | 1.000.000 |
| 28 | 7 | 1.200.000 |
| 29 | 6 | 1.400.000 |
| 30 | 6 | 1.050.000 |
| Jumlah | 11 | 35.370.000 |
| Rata-Rata | 6.05 | 1.179.000 |

*Sumber : Petani Desa Beringin, 2018*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lampiran 3. Penerimaan dan Pendapatan Petani Mentimun**   1. **Penerimaan Petani Mentimun Desa Beringin** | | | | |
| **No** | **Hasil Panen Mentimun/35 hari (Kg)** | | **Harga Jual Mentimun (Rp/Kg)** | **Total Penerimaan (Rp)** |
| 1. | 1.250 | | 3.000 | 3.750.000 |
| 2. | 1.200 | | 3.000 | 3.600.000 |
| 3. | 1.300 | | 3.000 | 3.900.000 |
| 4. | 1.000 | | 3.000 | 3.000.000 |
| 5. | 1.000 | | 3.000 | 3.000.000 |
| 6. | 1.250 | | 3.000 | 3.750.000 |
| 7. | 1.150 | | 3.000 | 3.450.000 |
| 8. | 1.150 | | 3.000 | 3.450.000 |
| 9. | 1.250 | | 3.000 | 3.750.000 |
| 10. | 950 | | 3.000 | 2.850.000 |
| 11. | 1.250 | | 3.000 | 3.750.000 |
| 12. | 1.150 | | 3.000 | 3.450.000 |
| 13. | 1.000 | | 3.000 | 3.000.000 |
| 14. | 1.300 | | 3.000 | 3.900.000 |
| 15. | 1.200 | | 3.000 | 3.600.000 |
| 16. | 1.300 | | 3.000 | 3.900.000 |
| 17. | 1.000 | | 3.000 | 3.000.000 |
| 18. | 1.125 | | 3.000 | 3.375.000 |
| 19. | 1.000 | | 3.000 | 3.000.000 |
| 20. | 950 | | 3.000 | 2.850.000 |
| 21. | 1.250 | | 3.000 | 3.600.000 |
| 22. | 1.300 | | 3.000 | 3.000.000 |
| 23. | 1.150 | | 3.000 | 3.375.000 |
| 24. | 1.150 | | 3.000 | 3.450.000 |
| 25. | 1.200 | | 3.000 | 3.000.000 |
| 26. | 950 | | 3.000 | 3.900.000 |
| 27. | 950 | | 3.000 | 3.750.000 |
| 28. | 1.125 | | 3.000 | 3.000.000 |
| 29. | 1..300 | | 3.000 | 3.850.000 |
| 30. | 950 | | 3.000 | 2.850.000 |
| **Total** | | 33.950 | 90.000 | 70.631.500 |
| **Rata-Rata** | | 1.131.66 | 3.000 | 2.354.383 |
| *Sumber : Petani Desa Beringin, 2018* | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. **Pendapatan Petani Mentimun Desa Beringin** | | | | |
| **No** | **Pendapatan (Rp)** | | | **Total Pendapatan** |
| **Total Penerimaan (Rp)** | | **Total Biaya Produksi (Rp)** |
| 1 | 3.750.000 | | 2.673.000 | 1.077.000 |
| 2 | 3.600.000 | | 2.939.832 | 660.168 |
| 3 | 3.900.000 | | 3.180.833 | 719.167 |
| 4 | 3.000.000 | | 2.930.833 | 69.167 |
| 5 | 3.000.000 | | 2.782.500 | 217.500 |
| 6 | 3.750.000 | | 2.963.833 | 786.167 |
| 7 | 3.450.000 | | 2.928.000 | 522.000 |
| 8 | 3.450.000 | | 3.040.833 | 409.167 |
| 9 | 3.750.000 | | 3.021.000 | 729.000 |
| 10 | 2.850.000 | | 1.790.333 | 1.059.667 |
| 11 | 3.750.000 | | 2.932.500 | 817.500 |
| 12 | 3.450.000 | | 2.880.833 | 569.167 |
| 13 | 3.000.000 | | 1.993.000 | 1.007.000 |
| 14 | 3.900.000 | | 3.047.500 | 852.500 |
| 15 | 3.600.000 | | 2.998.333 | 601.667 |
| 16 | 3.900.000 | | 2.948.999 | 951.001 |
| 17 | 3.000.000 | | 1.976.166 | 1.023.834 |
| 18 | 3.375.000 | | 2.174.166 | 1.200.834 |
| 19 | 3.000.000 | | 1.821.666 | 1.178.334 |
| 20 | 2.850.000 | | 1.780.500 | 1.069.500 |
| 21 | 3.450.000 | | 1.932.500 | 1.517.500 |
| 22 | 3.375.000 | | 3.047.500 | 852.500 |
| 23 | 3.600.000 | | 1.993.000 | 1.607.000 |
| 24 | 3.900.000 | | 1.948.999 | 1.951.001 |
| 25 | 3.600.000 | | 3.174.166 | 601.667 |
| 26 | 3.000.000 | | 3.040.833 | 409.167 |
| 27 | 3.750.000 | | 1.976.166 | 1.773.334 |
| 28 | 2.850.000 | | 2.790.333 | 200.834 |
| 29 | 2.850.000 | | 2.821.666 | 178.334 |
| 30 | 3.000.000 | | 1.047.500 | 1.952.500 |
| **Total** | | 70.231.500 | 79.883.563 | 3.316.087 |
| **Rata-Rata** | | 2.341.05 | 2.662.785 | 110.536.23 |

*Sumber : Petani Desa Beringin, 2018*

**Lampiran 4.**

**Tabel 4.8. Matriks Evaluasi Faktor Internal Strategi Pemasaran Mentimun Di Desa Beringin Kecamatan Beringin**

|  |  |  |  |
| --- | --- | --- | --- |
| **Faktor Strategis (Kekuatan)** | **Rating** | **Bobot** | **Skor** |
| Ketersediaan Lahan | 4 | 0,57 | 2,28 |
| Tenaga Kerja Pembantu  Permintaan Pasar | 3  4 | 0,42  0,48 | 1,26  1.29 |
| **Faktor Strategis (Kelemahan)** | **Rating** | **Bobot** | **Skor** |
| Modal yang rendah | 3 | 0,5 | 1,5 |
| Bantuan Pemerintah  Harga Yang Berfluktuasi | 2  2 | 0,5  0,5 | 1,5  1,5 |

*Sumber : Analisis Data Primer, 2018 (Lampiran)*

Adapun tabel perhitungan pembobotan dikali rating faktor eksternal strategi pemasaran mentimun di Desa Beringin Kecamatan Beringin pada Tabel 4.9 berikut ini :

**Tabel 4.9. Matriks Evaluasi Faktor Internal Strategi Pemasaran Mentimun**

**Di Desa Beringin Kecamatan Beringin**

|  |  |  |  |
| --- | --- | --- | --- |
| **Faktor Strategis (Peluang)** | **Rating** | **Bobot** | **Skor** |
| Harga Jual Mentimun | 2 | 0,51 | 1,02 |
| Hasil Panen  Minat Konsumen | 3  2 | 0,57  0,51 | 1,71  1,02 |
| **Faktor Strategis (Ancaman)** | **Rating** | **Bobot** | **Skor** |
| Petani Lain | 3 | 0,5 | 1,5 |
| Persaingan Harga  Produksi Mentimun Musiman | 3  2 | 0,5  0,5 | 1,5  1 |

*Sumber : Analisa Data Primer, 2018 (Lampiran)*

**Tabel 4.10. Gabungan Matriks Faktor Internal – Faktor Eksternal Strategi Pemasaran Mentimun di Desa Beringin Kecamatan Beringin**

|  |  |  |  |
| --- | --- | --- | --- |
| **Faktor Strategis (Kekuatan)** | **Rating** | **Bobot** | **Skor** |
| Ketersediaan Lahan | 4 | 0,57 | 2,28 |
| Tenaga Kerja Pembantu  Permintaan Pasar | 3  4 | 0,42  0,48 | 1,26  1,29 |
| **Jumlah** | 11 | **1,47** | **4,83** |
| **Faktor Strategis (Kelemahan)** | **Rating** | **Bobot** | **Skor** |
| Modal Yang Rendah | 3 | 0,6 | 1,8 |
| Bantuan Pemerintah  Harga yang Berfluktuasi | 2  2 | 0,5  0,5 | 1,0  1,0 |
| **Jumlah** | 7 | **1,6** | **3,8** |
| **Selisih Kekuatan-Kelemahan** |  |  | **1,27** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Faktor Strategis (Peluang)** | **Rating** | **Bobot** | **Skor** |
| Harga Jual Mentimun | 2 | 0,51 | 1,02 |
| Hasil Panen  Minat Konsumen | 3  2 | 0,57  0,51 | 1.71  1,02 |
| **Jumlah** | 7 | **1,59** | **3,73** |
| **Faktor Strategis (Ancaman)** | **Rating** | **Bobot** | **Skor** |
| Petani Lain | 3 | 0,5 | 1,5 |
| Persaingan Harga  Produksi Bersifat Musiman | 3  2 | 0,5  0,5 | 1,5  1 |
| **Jumlah** | 8 | **1,5** | **4** |
| **Selisih Peluang-Ancaman** |  |  | **0,93** |

*Sumber : Analisa Data Primer, 2018 (Lampiran)*

**Lampiran 5. Analisis SWOT PemasaranMentimun**

1. **Kekuatan**

|  |  |  |  |
| --- | --- | --- | --- |
| No | Ketersediaan Lahan | | Ketersediaan Tenaga Kerja |
| 1 | 4 | | 3 |
| 2 | 3 | | 3 |
| 3 | 4 | | 3 |
| 4 | 4 | | 3 |
| 5 | 5 | | 4 |
| 6 | 4 | | 4 |
| 7 | 4 | | 3 |
| 8 | 5 | | 4 |
| 9 | 4 | | 3 |
| 10 | 4 | | 3 |
| 11 | 5 | | 4 |
| 12 | 3 | | 3 |
| 13 | 4 | | 3 |
| 14 | 5 | | 4 |
| 15 | 4 | | 3 |
| 16 | 5 | | 3 |
| 17 | 4 | | 4 |
| 18 | 4 | | 4 |
| 19 | 4 | | 4 |
| 20 | 4 | | 3 |
| 21 | 5 | | 4 |
| 22 | 4 | | 3 |
| 23 | 4 | | 3 |
| 24 | 4 | | 4 |
| 25 | 3 | | 3 |
| 26 | 5 | | 3 |
| 27 | 4 | | 4 |
| 28 | 3 | | 4 |
| 29 | 3 | | 4 |
| 30 | 5 | | 3 |
| Jumlah | | 123 | 103 |
| Rata-rata | | 4,1 | 3,4 |

*Sumber :Petani Desa Beringin, 2018*

1. **Kelemahan**

|  |  |  |  |
| --- | --- | --- | --- |
| No | Modal | | Bantuan Pemerintah |
| 1 | 3 | | 2 |
| 2 | 2 | | 2 |
| 3 | 2 | | 2 |
| 4 | 3 | | 3 |
| 5 | 4 | | 2 |
| 6 | 3 | | 3 |
| 7 | 3 | | 3 |
| 8 | 3 | | 2 |
| 9 | 2 | | 2 |
| 10 | 3 | | 2 |
| 11 | 2 | | 3 |
| 12 | 3 | | 2 |
| 13 | 3 | | 3 |
| 14 | 2 | | 3 |
| 15 | 4 | | 4 |
| 16 | 3 | | 2 |
| 17 | 4 | | 2 |
| 18 | 3 | | 3 |
| 19 | 4 | | 2 |
| 20 | 3 | | 2 |
| 21 | 3 | | 3 |
| 22 | 4 | | 4 |
| 23 | 2 | | 2 |
| 24 | 2 | | 4 |
| 25 | 4 | | 2 |
| 26 | 3 | | 4 |
| 27 | 4 | | 3 |
| 28 | 2 | | 3 |
| 29 | 3 | | 4 |
| 30 | 2 | | 2 |
| Jumlah | |  |  |
| 88 | 80 |
| Rata-rata | | 3 | 2,6 |

*Sumber :Petani Desa Beringin, 2018*

1. **Peluang**

|  |  |  |  |
| --- | --- | --- | --- |
| No | Harga Jual | | Hasil Panen |
| 1 | 4 | | 3 |
| 2 | 4 | | 3 |
| 3 | 3 | | 3 |
| 4 | 4 | | 4 |
| 5 | 4 | | 3 |
| 6 | 4 | | 4 |
| 7 | 3 | | 4 |
| 8 | 4 | | 3 |
| 9 | 4 | | 4 |
| 10 | 4 | | 3 |
| 11 | 5 | | 3 |
| 12 | 4 | | 4 |
| 13 | 3 | | 3 |
| 14 | 4 | | 3 |
| 15 | 3 | | 4 |
| 16 | 4 | | 4 |
| 17 | 4 | | 3 |
| 18 | 4 | | 3 |
| 19 | 4 | | 4 |
| 20 | 5 | | 3 |
| 21 | 3 | | 3 |
| 22 | 5 | | 5 |
| 23 | 3 | | 4 |
| 24 | 4 | | 4 |
| 25 | 5 | | 5 |
| 26 | 5 | | 3 |
| 27 | 4 | | 5 |
| 28 | 3 | | 3 |
| 29 | 3 | | 3 |
| 30 | 4 | | 4 |
| Jumlah | | 107 | 117 |
| Rata-Rata | | 3,5 | 4 |

*Sumber :Petani Desa Beringin, 2018*

1. **Peluang**

|  |  |  |  |
| --- | --- | --- | --- |
| No | Petani Lain | | Ersaingan Harga |
| 1 | 3 | | 3 |
| 2 | 3 | | 3 |
| 3 | 4 | | 3 |
| 4 | 3 | | 4 |
| 5 | 3 | | 3 |
| 6 | 4 | | 4 |
| 7 | 3 | | 4 |
| 8 | 3 | | 3 |
| 9 | 4 | | 4 |
| 10 | 3 | | 3 |
| 11 | 3 | | 3 |
| 12 | 4 | | 4 |
| 13 | 3 | | 3 |
| 14 | 4 | | 3 |
| 15 | 3 | | 4 |
| 16 | 4 | | 4 |
| 17 | 3 | | 3 |
| 18 | 4 | | 3 |
| 19 | 4 | | 4 |
| 20 | 3 | | 3 |
| 21 | 4 | | 3 |
| 22 | 5 | | 3 |
| 23 | 5 | | 4 |
| 24 | 3 | | 3 |
| 25 | 4 | | 4 |
| 26 | 4 | | 4 |
| 27 | 3 | | 3 |
| 28 | 3 | | 4 |
| 29 | 4 | | 4 |
| 30 | 3 | | 3 |
| Jumlah | | 106 | 103 |
| Rata-Rata | | 3,5 | 3,4 |

*Sumber :Petani Desa Beringin, 2018*

**Lampiran 6.Kuesioner Penelitian**

**LEMBARAN KUESIONER**

**STRATEGI PEMASARAN MENTIMUN TERHADAP PENDAPATAN PETANI DI DESA BERINGIN KECAMATAN BERINGIN**

**KABUPATEN DELI SERDANG**

1. **Nama :**
2. **Jenis kelamin : PRIA WANITA**
3. **Umur : ≤ 20 Tahun 31- 40 Tahun**

**21- 30 Tahun 41 - 60 Tahun**

1. **Pekerjaan : Pelajar/Mahasiswa PNS**

**Karyawan Guru/Dosen**

**Wiraswasta Petani**

1. **Tingkat Pendidikan :**

**PETUNJUK PENGISIAN :**

Pada kuesioner dibawah ini, anda diminta untuk memilih masing-masing aspek tentang strategi pemasaranmentimun terhadap pendapatan petani. Cara penilaiannya yaitu anda cukup memberikan tanda CENTANG(√).Pada setiap pernyataan dibawah ini.Jawaban anda tidak untuk disebarluaskan.Terimakasih.

1. Bagaimana ketersediaan lahan mentimun yang bapak miliki di desa ini?
2. Sangat luas c. cukup luas
3. Luas d. tidak luas
4. Bagaimana ketersediaan tenaga kerja yang yang ada?
5. Sangat tersedia c. cukup tersedia
6. tersedia d. tidak tersedia
7. Bagaimana varietas mentimun yang bapak usahakan saat ini?
8. Sangat banyak c. cukup banyak
9. banyak d. tidak banyak
10. Bagaimana penguasaan teknologi dalam proses usahatani mentimun?
11. Sangat tersedia c. cukup tersedia
12. Tersedia d. tidak tersedia
13. Bagaimana menurut bapak ketersediaaan modal dalam usaha tani mentimun?
14. Sangat tersedia c. cukup tersedia
15. Tersedia d. tidak tersedia

**Lampiran 7. Faktor Internal-Eksternal**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| NO | Internal | Parameter | | Skor |
| Pertanyaan yang mendukung pemasaran mentimun | | | | | |
|  | 1. **Kekuatan (Strength)** 2. Bagaimana ketersediaan lahan yang bapak miliki? | | 1. Sangat luas 2. luas 3. Cukup luas 4. Tidak luas 5. Sangat tidak luas | 5  4  3  2  1 | |
|  | 1. Bagaimana tenaga kerja pembantu yangbapak miliki? | | 1. Sangat tersedia 2. Tersedia 3. Cukup tersedia 4. Tidak tersedia 5. Sangat tidak tersedia | 5  4  3  2  1 | |
|  |
|  | 1. **Kelemahan (Weakness)** 2. Bagaiman ketersediaan modal dalam menjalankan usahatani yang bapak miliki? | | 1. Sangat baik 2. Baik 3. Cukup baik 4. Tidak baik 5. Sangat tidak baik | 5  4  3  2  1 | |
| 1. Bagaiman bantuan pemerintah dalam mendukung proses usahatani di desa ini? | | 1. Sangat baik 2. Baik 3. Cukup baik 4. Tidak baik 5. Sangat tidak baik | 5  4  3  2  1 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| NO | Eksternal | | Parameter | | Skor | |
| Pertanyaan yang mendukung pemasaran mentimun | | | | | | |
|  | 1. **Peluang (Oppurtunity)** 2. Bagaimana harga jual terhadap komoditas tersebut? | | | 1. Sangat baik 2. Baik 3. Cukup baik 4. Tidak baik 5. Sangat tidak baik | 5  4  3  2  1 | |
| 1. Apakah hasil panen mentimun selama produksi baik? | | | 1. Sangat baik 2. Baik 3. Cukup baik 4. Tidak baik 5. Sangat tidak baik | 5  4  3  2  1 | |
|
| 1. Ancaman (Threats) 2. Apakahmenurut bapak dengan munculnya petani lain dapat mempengaruhi sebagai pesaing? | | 1. Sangat mempengaruhi 2. mempengaruhi 3. Cukup mempengaruhi 4. Tidak mempengaruhi 5. Sangat tidak mempengaruhi | | | 5  4  3  2  1 |
| 1. Apakah menurut bapak ada pesaingan harga antar petani lain? | | 1. Sangat ada 2. ada 3. Cukup ada 4. Tidak ada 5. Sangat tidak ada | | | 5  4  3  2  1 |