**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui apa saja Analisis Komparasi Pendapatan Pengerajin Sapu Ijuk Dengan Sapu Lidi Di Desa Medan Senembah Kecamatan Tanjung Morawa Kabupaten Deli Serdang. Tujuan Penelitian ini: (1) Untuk menganalisis pengaruh produksi, harga jual, pengalaman bekerja, jam kerja terhadap pendapatan pengerajin sapu ijuk di Desa Medan Senembah Kecamatan Tanjung Morawa Kabupaten Deli Serdang. (2) Untuk menganalisis pengaruh produksi, harga jual, pengalaman bekerja, jam kerja terhadap pendapatan pengerajin sapu lidi di Desa Medan Senembah Kecamatan Tanjung Morawa Kabupaten Deli Serdang. (3) Untuk menganalisis komparasi pendapatan pengerajin sapu ijuk dengan sapu lidi di Desa Medan Senembah Kecamatan Tanjung Morawa Kabupaten Deli Serdang. Dalam penelitian ini sampelnya adalah pengrajin sapu ijuk 40 orang dan 40 pengerajin sapu lidi. Metode analisis yang di gunakan adalah regeresi linier sederhana dengan alat bantu perangkat SPSS 21. Hasil Penelitian ini (1) Hasil Penelitian uji t (Serempak) dan uji p (parsial) pada variabel produksi, harga jual, pengalaman bekerja, dan jam kerja sangat berpengaruh nyata terahadap pengerajin sapu ijuk dan pengerajin sapu lidi. (2) Nilai koefisien determinasi (*R square*) Pedagang kaki lima dan pedagang keliling adalah 0,995 dan 0,986. (3) Pendapatan pengerajin sapu ijuk rata-rata sebesar Rp462.300,- sedangkan pengerajin sapu lidi rata-rata sebesar Rp677.000,- jadi selisih pendapatan rata-rata dari sapu ijuk dan sapu lidi adalah sebesar Rp214.700,-.

*Kata kunci: komparasi pendapatan, pengrajin sapu ijuk dengan sapu lidi*

***ABSTRACT***

*The objective of the research was to find out analysis of income comparison of ijuk broomsticks with lidi broomsticks in Medan Senembah Village Tanjung Morawa District Deli Serdang Regency. This research was: (1) to analyze the effect of production, selling price, work experience, working hours on the income of ijuk broomsticks in Medan Senembah Village, Tanjung Morawa District, Deli Serdang Regency. (2) To analyze the effect of production, selling price, work experience, working hours on the income of lidi broomsticks in Medan Senembah Village, Tanjung Morawa District, Deli Serdang Regency. (3) To analyze the comparison of income of ijul broomsticks with lidi broomsticks in Medan Senembah Village, Tanjung Morawa District, Deli Serdang Regency. In this research the sample was craftsmen of ijuk broomstick amounted to 40 people and craftsmen of lidi broomstick amounted to 40 people. The analysis method used was a simple linear regression with SPSS 21 device tools. The results of this research were (1) the results of the ttest (unison) and ptest (partial) on production variables, selling prices, work experience, and working hours were very influential in terms of broomsticks and broomsticks. (2) The coefficient of determination (R square) Street vendors and traveling traders were 0.995 and 0.986. (3) The average ijuk broomstick income was Rp462,300,- while the average lidi broomstick is Rp677,000, - so the difference in average income from ijuk broomsticks and lidi broomsticks is Rp214,700,-.*

*Keywords: income comparison, craftsmen of ijuk broomstick with lidi broomsticks*