

ABSTRAK

EVIERNITA. 105961106017. Analisis Kelayakan Usaha Budidaya Lebah Madu *Trigona sp* (studi kasus Usaha Kecil menengah (UKM) Trigona Tiro di Desa Tiro Kecamatan Bontotiro Kabupaten Bulukumba). Dibimbing oleh MUH. ARIFIN FATTAH dan HASRIANI.

Penelitian ini bertujuan untuk mengetahui besarnya pendapatan dan kelayakan usaha budidaya lebah madu di Desa Tritiro Kecamatan Bontotiro Kabupaten Bulukumba dan untuk mengetahui kelayakan lebah madu di Desa Tritiro Kecamatan Bontotiro, Kabupaten Bulukumba.

Metode penelitian dengan pendekatan deskriptif dan kuantitatif. Pemilihan informan dilakukan secara *purposive sampling*. Pengumpulan data dilakukan dengan cara observasi yaitu mengamati secara langsung keadaan lapangan, wawancara dilakukan dengan ketiga informan yakni informan pertama pemilik usaha Jawabuddin, informan kedua bagian produksi Feni dan Mantasiah serta informan ketiga bagian pemasaran Fajar dan Abetiah dan dokumentasi yaitu dilakukan untuk mengambil dalam bentuk gambar. Analisis data yang digunakan adalah analisis pendapatan usaha budidaya dan tingkat kelayakan usaha budidaya lebah madu.

Hasil penelitian menunjukkan Pendapatan yang diperoleh usaha budidaya lebah madu *trigona* UMKM Trigona Tritiro di Desa Tritiro Kecamatan Bontotiro Kabupaten Bulukumba sebesar Rp 6.304.000 per periode produksi, nilai RC Ratio yang diperoleh 1,94 dimana R/C lebih besar dari 1 ($1,94 > 1$) berarti usaha budidaya lebah madu *trigona* UMKM Trigona Tiro di Desa Tritiro Kecamatan Bontotiro Kabupaten Bulukumba layak diusahakan.

Kata Kunci : kelayakan usaha, lebah madu *Trigona sp*.

ABSTRACT

EVI ERNI. 105961106017. Feasibility Analysis of Honey Bee Cultivation Trigona sp (case study of Trigona Tiro Small and Medium Enterprises in Tiro Village, Bontotiro District, Bulukumba Regency). Supervised by MUH. ARIFIN FATTAH and HASRIANI.

This study aims to determine how much income and placement of honey bees in Tritiro Village, Bontotiro District, Bulukumba Regency and to determine the exact location of honey bees in Tritiro Village, Bontotiro District, Bulukumba Regency.

Research method with descriptive and quantitative approach. The selection of informants was done by purposive sampling.

Data collection was carried out by means of observation, namely observing directly the state of the field, carried out with a third informant, namely the first informant, the business owner, Answeruddin, the second informant, the production division of Tenri and Mantasiah, and the third informant, Fajar and Abdilah, marketing division and documentation, which was taken in the form of pictures. Analysis of the data used is the analysis of business income and business priorities of honey bee cultivation.

The results showed that the income earned by the Trigona Trigona Tritiro UMKM honey bee cultivation business in Tritiro Village, Bontotiro District, Bulukumba Regency was Rp. 6,304,000 per production period. The RC Ratio value obtained is 1.94 where the R/C is greater than 1 ($1.94 > 1$), meaning that the Trigona Tiro MSME honey bee cultivation business in Tritiro Village, Bontotiro District, Bulukumba Regency is feasible.

Keywords: business feasibility, Trigona sp. honey bee.