

ABSTRAK

ARIF FATUR RAHMAT. Kelayakan Usaha Lebah Madu Trigona di KUPS Madu KTH Mega Buana Desa Paccekke Kecamatan Soppeng Riaja Kabupaten Barru. Dibimbing oleh **Hikmah** dan **Muthmainnah**.

Penelitian ini bertujuan untuk menganalisis seberapa banyak pendapatan masyarakat terhadap budidaya lebah madu trigona dan kelayakan usaha lebah madu trigona di KUPS Madu di KTH Mega Buana di Desa Paccekke Kecamatan Soppeng Riaja Kabupaten Barru. Penelitian ini dilaksanakan dari Juni sampai Agustus 2024. Metode penelitian yang digunakan dalam penelitian adalah metode sensus. Teknik pengumpulan data yang digunakan dalam penelitian adalah wawancara menggunakan kuesioner kepada responden dan melakukan observasi secara langsung. Sumber data berasal dari data primer dan data sekunder. Hasil penelitian menunjukkan bahwa pendapatan rata-rata petani madu trigona di KUPS Madu KTH Mega Buana di Desa Paccekke Kecamatan Soppeng Riaja Kabupaten Barru dalam 1 tahun sebesar Rp.1.394.600. Usaha madu trigona di KUPS Madu KTH Mega Buana di Desa Paccekke Kecamatan Soppeng Riaja Kabupaten Barru, layak untuk dipertahankan dan dikembangkan karena memiliki nilai *BRC* rata-rata sebesar 13,77.

Kata Kunci: *Kelayakan, Madu Trigona, Pendapatan*



ABSTRACT

ARIF FATUR RAHMAT. *Feasibility of Trigona Honey Bee Business at KUPS Honey KTH Mega Buana, Paccekke Village, Soppeng Riaja District, Barru Regency. Guided by Hikmah and Muthmainnah.*

This study aims to analyze how much community income is for trigona honey bee cultivation and the feasibility of trigona honey bee business in KUPS Honey in KTH Mega Buana in Paccekke Village, Soppeng Riaja District, Barru Regency. This research was carried out from June to August 2024. The research method used in the study is the census method. The data collection technique used in the study was interviews using questionnaires to respondents and direct observations. Data sources come from primary data and secondary data. The results of the study show that the average income of trigona honey farmers at KUPS KTH Mega Buana Honey in Paccekke Village, Soppeng Riaja District, Barru Regency in 1 year is Rp.1,394,600. The trigona honey business at KTH Mega Buana Honey KUPS in Paccekke Village, Soppeng Riaja District, Barru Regency, is feasible to maintain and develop because it has an average BRC value of 13.77.

Keywords: *Eligibility, Income, Trigona Honey.*

