

# **KAJIAN PASAR TERHADAP PENGEMBANGAN JASA SEWA ALAT PANEN PADI MODERN (STUDI KASUS DI DESA PRIJEKNGABLAH, KECAMATAN KARANGGENENG, KABUPATEN LAMONGAN)**

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## **ABSTRAK**

Indonesia adalah negara agraris karena sebagian besar penduduknya bekerja di sektor pertanian. Lahan pertanian yang luas serta sumber daya alam yang melimpah merupakan anugerah bagi bangsa Indonesia. Dengan perkembangan teknologi yang ada, proses panen padi yang awalnya menggunakan alat-alat panen padi tradisional kini sebagian orang telah beralih pada penggunaan mesin pemanen padi modern. Dalam penelitian ini menggunakan variabel minat petani (X1), proporsi luas lahan (X2), proporsi kemampuan ekonomi petani (X3), dan keputusan pengembangan usaha (Y). Penelitian ini bertujuan untuk mengetahui kondisi pasar terhadap jasa sewa alat panen padi modern di Desa Prijekngablak, Kecamatan Karanggeneng, Kabupaten Lamongan dengan menggunakan uji *chi-square*. Populasi dalam penelitian ini adalah kelompok petani dengan jumlah populasi sebanyak 345 orang, kemudian peneliti mengambil sebesar 10% dari total populasi sehingga didapatkan 35 orang petani untuk dijadikan sampel pada penelitian ini. Hasil penelitian menunjukkan bahwa respon petani terhadap jasa sewa mesin panen padi modern pada variabel minat petani (X1), proporsi luas lahan (X2), dan proporsi kemampuan ekonomi petani (X3) masing-masing variabel akan mendukung owner terhadap keputusan pengembangan usaha (Y), karena memiliki nilai Sig. < 0,05 dan > 50% petani memiliki respon positif terhadap keputusan pengembangan usaha.

**Kata kunci:** Pertanian, Kajian pasar, Uji *chi-square*

**MARKET STUDY ON THE DEVELOPMENT OF MODERN  
RICE HARVESTING EQUIPMENT RENTAL SERVICES (CASE  
STUDY IN PRIJEKNGABLAK VILLAGE, KARANGGENENG  
DISTRICT, LAMONGAN DISTRICT)**

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**ABSTRACT**

*Indonesia is an agricultural country because most of the population works in the agricultural sector. Extensive agricultural land and abundant natural resources are a boon for the Indonesian people. With the development of existing technology, the process of harvesting rice which initially used traditional rice harvesting tools, now some people have switched to using modern rice harvesting machines. In this study, the variables of farmer interest (X1), the proportion of land area (X2), the proportion of farmers' economic capacity (X3), and business development decisions (Y) were used. This study aims to determine market conditions for modern rice harvesting equipment rental services in Prijekngablak Village, Karanggeneng District, Lamongan Regency by using the chi-square test. The population in this study was a group of farmers with a total population of 345 people, then the researchers took 10% of the total population so that 35 farmers were obtained as samples in this study. The results of the study show that the response of farmers to modern rice harvesting machine rental services on the variables of farmer interest (X1), the proportion of land area (X2), and the proportion of farmers' economic ability (X3) each variable will support the owner on business development decisions (Y), because it has a value of Sig. < 0.05 and > 50% of farmers have a positive response to business development decisions.*

**Keywords:** Agriculture, market research, chi-square test