

ABSTRACT

THE INFLUENCE OF CITRONELLA PLANT MANAGEMENT ON THE INCOME OF CITRONELLA PLANT BUSINESS ACTORS IN PANAWANGAN DISTRICT, CIAMIS DISTRICT

By:

Ima Amelia

Roll No. 183401036

Advisors:

Guide 1: Dwi Hastuti Lestari K., S.E., M.Si.

Guide 2: Fatimah Zahra Nasution S.E.I., M.A.

This research was motivated by the high activity of cultivating citronella plants (Cymbopogon nardus) in Panawangan District, Ciamis Regency. However, citronella grass cultivation is still limited in the West Java region, especially in Ciamis, lagging behind other commodities even though the prospects for citronella grass cultivation are promising. This research uses quantitative methods, collecting data through surveys and questionnaires from 36 citronella grass farmers in Panawangan District. The research results show that: 1) the management of citronella plants has a significant effect on improving the economic conditions of farmers, both individually and collectively, and 2) the improvement in the economic conditions of citronella plant farmers contributes to the availability of employment opportunities. Therefore, developing citronella cultivation in the Ciamis area could be the right strategy to improve the community's economy and create new jobs.

Keywords: Management, Economy, Employment, Citronella.

ABSTRAK

PENGARUH PENGELOLAAN TANAMAN SEREH WANGI TERHADAP PENDAPATAN PELAKU USAHA TANAMAN SEREH WANGI DI KECAMATAN PANAWANGAN KABUPATEN CIAMIS

Oleh:

**Ima Amelia
NPM 183401036**

Pembimbing:

**Pembimbing 1: Dwi Hastuti Lestari K., S.E., M.Si.
Pembimbing 2: Fatimah Zahra Nasution S.E.I., M.A.**

Penelitian ini dilatarbelakangi oleh tingginya aktivitas pengelolaan tanaman serih wangi di Kecamatan Panawangan, Kabupaten Ciamis, namun penyebarannya di wilayah Jawa Barat, khususnya Ciamis, masih terbatas dan tertinggal dibandingkan komoditas lain. Padahal, prospek budi daya serih wangi cukup menjanjikan. Penelitian ini menggunakan metode kuantitatif dengan teknik pengumpulan data melalui survei dan kuesioner terhadap 36 pelaku usaha pengelola serih wangi di Kecamatan Panawangan. Hasil penelitian menunjukkan bahwa 1) pengelolaan tanaman serih wangi berpengaruh signifikan terhadap pendapatan pelaku usaha, baik secara parsial maupun secara bersama-sama, dan 2) pendapatan pelaku usaha serih wangi berkontribusi pada ketersediaan lapangan pekerjaan. Dengan demikian, pengembangan budi daya serih wangi di wilayah Ciamis dapat menjadi alternatif yang baik untuk meningkatkan perekonomian lokal dan menciptakan lapangan kerja baru.

Kata kunci: Pengelolaan, Perekonomian, Lapangan Pekerjaan, Serih Wangi.