ABSTRACT

This research was conducted in Nagori Naga Jaya I, Bandar Huluan District, Simalungun Regency. This research was carried out because Nagori Naga Jaya I is one of the villages that is currently developing in the cassava farming commodity and has become one of the cassava centers in Simalungun Regency. However, the selling price of cassava is still relatively low, this will of course affect the income and welfare level of cassava farming households. This research aims to analyze the average income of cassava farming businesses and cassava farmer households, identify food and non-food expenditure of cassava farmers, and analyze the level of welfare of cassava farmer households in Nagori Naga Jaya I. The sampling technique was carried out using the method proportionate stratified random sampling. Determination of sample size was carried out using the Slovin method. The research method uses a quantitative descriptive approach, namely analysis of farming income and analysis of household income, as well as analysis of welfare levels based on the Good Service Ratio (GSR) method and the Central Statistics Agency (2014). The research results show that the annual income of cassava farming per area of land in Nagori Naga Jaya I is IDR. 8.046.219 and is the largest income contributor to the household income of cassava farmers with a percentage of 34.95%. Based on the GSR method, the average GSR value of cassava farmers is 0.58, which means that on average cassava farmers are classified as more prosperous. Meanwhile, based on BPS (2014) criteria, cassava farming households in Nagori Naga Jaya I are included in the prosperous category, namely 94.23 percent.

Keywords: cassava, income, farmers, farming, welfare