

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh luas lahan, tenaga kerja, modal dan pengalaman terhadap produksi gambir (*Uncaria gambir, R*) di Desa Bandar Baru Kecamatan Sitellu Tali Urang Jehe Kabupaten Pakpak Bharat. Lokasi penelitian ini dilakukan dengan cara *purposive sampling* yaitu pemilihan lokasi penelitian secara sengaja di Desa Bandar Baru Kecamatan Sitellu Tali Urang Jehe Kabupaten Pakpak Bharat dengan pertimbangan Desa Bandar Baru merupakan salah satu sentra produksi gambir di Kecamatan Sitellu Tali Urang Jehe Kabupaten Pakpak Bharat. Data primer diperoleh dengan cara wawancara dan kuisioner langsung dengan responden. Dalam penelitian ini banyaknya sampel yaitu 35 petani gambir Desa Bandar Baru Kecamatan Sitellu Tali Urang Jehe Kabupaten Pakpak Bharat. Penelitian ini menggunakan desain penelitian *kausal* yang bertujuan untuk mengetahui hubungan antar variabel independen terhadap variabel dependen. Pengolahan data menggunakan *software SPSS versi 20*. Hasil penelitian diperoleh persamaan regresi  $Y = 0,499 + 0,532 X_1 - 0,016 X_2 + 0,011 X_3 + 0,155 X_4 + e$ . Nilai  $R^2$  diperoleh sebesar 0,962 artinya variabel luas lahan, tenaga kerja, modal dan pengalaman berpengaruh terhadap produksi petani gambir Desa Bandar Baru sebesar 96,2% dan sisanya 3,8% dipengaruhi oleh variabel lain yang tidak dimasukkan dalam model penelitian ini. Hasil *uji F* secara serempak luas lahan, tenaga kerja, modal dan pengalaman berpengaruh terhadap produksi petani gambir di Desa Bandar Baru Kecamatan Sitellu Tali Urang Jehe Kabupaten Pakpak Bharat. Hasil *uji t* menyatakan luas lahan, tenaga kerja dan pengalaman mempunyai pengaruh yang signifikan terhadap produksi petani gambir di Desa Bandar Baru Kecamatan Sitellu Tali Urang Jehe Kabupaten Pakpak Bharat. Sedangkan modal tidak memiliki pengaruh yang signifikan terhadap produksi petani gambir di Desa Bandar Baru Kecamatan Sitellu Tali Urang Jehe Kabupaten Pakpak Bharat

Kata Kunci : Produksi, Luas Lahan, Tenaga Kerja, Modal, Pengalaman.

## **ABSTRACT**

*This research aims to analyze the influence of land area, labor, capital and experience on the production of gambier (*Uncaria gambir*,R) in Bandar Baru Village, Sitellu Tali Urang Jehe District, Pakpak Bharat Regency. The location of this research was carried out using purposive sampling, namely the deliberate selection of the research location in Bandar Baru Village, Sitellu Tali Urang Jehe District, Pakpak Bharat Regency with the consideration that Bandar Baru Village is one of the gambier production centers in Sitellu Tali Urang Jehe District, Pakpak Bharat Regency. Primary data was obtained by interviews and questionnaires directly with respondents. In this research, the number of samples was 35 gambier farmers, Bandar Baru Village, Sitellu Tali Urang Jehe District, Pakpak Bharat Regency. This research uses a causal research design which aims to determine the relationship between independent variables and the dependent variable. Data processing used SPSS version 20 software. The research results obtained the regression equation  $Y = 0.499 + 0.532 X_1 - 0.016 X_2 + 0.011 X_3 + 0.155 X_4$ . The  $R^2$  value obtained was 0.962, meaning that the variables of land area, labor, capital and experience had an influence on the production of gambier farmers in Bandar Baru Village by 96.2% and the remaining 3.8% was influenced by other variables not included in this research model. The results of the  $F$  test simultaneously show that land area, labor, capital and experience influence the production of gambier farmers in Bandar Baru Village, Sitellu Tali Urang Jehe District, Pakpak Bharat Regency. The results of the  $t$  test stated that land area, labor and experience had a significant influence on the production of gambier farmers in Bandar Baru Village, Sitellu Tali Urang Jehe District, Pakpak Bharat Regency. Meanwhile, capital does not have a significant influence on the production of gambier farmers in Bandar Baru Village, Sitellu Tali Urang Jehe District, Pakpak Bharat Regency.*

*Keywords: Production, Land Area, Labor, Capital, Experience.*