

ANALISIS TINGKAT KESEJAHTERAAN MASYARAKAT PETANI STRAWBERRY DI KECAMATAN BERASTAGI

ABSTRAK

Febri Gunawan Sembiring, NIM 3193331010, Analisis Tingkat Kesejahteraan Masyarakat Petani Strawberry di Kecamatan Berastagi, Jurusan Pendidikan Geografi Fakultas Ilmu Sosial Universitas Negeri Medan, 2024.

Penelitian ini bertujuan untuk mengetahui bagaimana karakteristik demografi dan tingkat kesejahteraan petani *strawberry* di kecamatan Berastagi.

Penelitian ini dilaksanakan di Kecamatan Berastagi pada bulan Februari 2024. Populasi dalam penelitian ini adalah seluruh petani *strawberry* di Kecamatan Berastagi sebanyak 65 petani. Untuk teknik pengambilan sampel menggunakan teknik *snowball sampling*. Sampel yang digunakan yaitu sebesar 39 petani *strawberry*. Teknik pengumpulan data yang digunakan yaitu teknik wawancara dan data dianalisis dengan teknik analisis deskriptif kualitatif.

Hasil penelitian menunjukkan: 1) tingkat kesejahteraan petani *strawberry* di kecamatan Berastagi berdasarkan indikator BKKBN paling banyak berada di Keluarga Sejahtera II. Dari 39 responden petani *strawberry*, terdapat 49% petani berada di tahap keluarga sejahtera II. Akan tetapi, masih ada beberapa petani yang berada di tahap keluarga pra sejahtera sebesar 8% dan keluarga sejahtera I sebesar 30%. 2) Karakteristik demografis yang mempengaruhi tingkat kesejahteraan petani yaitu usia, jumlah tanggungan, dan pendapatan. Sedangkan pendidikan tidak memiliki pengaruh yang signifikan terhadap tingkat kesejahteraan petani.

Kata Kunci : Petani, Tingkat Kesejahteraan, Karakteristik Demografi

ANALYSIS OF THE WELFARE LEVEL OF STRAWBERRY FARMING COMMUNITIES IN BERASTAGI SUB-DISTRICT

ABSTRACT

Febri Gunawan Sembiring, NIM 3193331010, Analysis of the Level of Community Welfare of Strawberry Farmers in Berastagi District, Department of Geography Education, Faculty of Social Sciences, State University of Medan, 2024.

This study aims to determine how the demographic characteristics and welfare levels of strawberry farmers in Berastagi sub-district.

This research was conducted in Berastagi District in February 2024. The population in this study were all strawberry farmers in Berastagi District as many as 65 farmers. For sampling techniques using snowball sampling techniques. The sample used was 39 strawberry farmers. Data collection techniques used were interview techniques and data were analyzed using qualitative descriptive analysis techniques.

The results showed: 1) the welfare level of strawberry farmers in Berastagi sub-district based on BKKBN indicators is mostly in Family Welfare II. Of the 39 strawberry farmer respondents, 49% of the farmers were in the Prosperous Family II stage. However, there are still some farmers who are in the pre-prosperous family stage by 8% and prosperous family I by 30%. 2) Demographic characteristics that affect the welfare level of farmers are age, number of dependents, and income. Meanwhile, education does not have a significant influence on the welfare level of farmers.

Keywords: *Farmers, Welfare Level, Demographic Characteristics*