

VOLUME 15 NOMOR 01 2021



# SOCA

JURNAL SOSIAL EKONOMI PERTANIAN



PROGRAM STUDI AGRIBISNIS  
FAKULTAS PERTANIAN  
UNIVERSITAS UDAYANA





SOCA : Jurnal Sosial Ekonomi Pertanian is a medium to disseminate research for academics, researchers, practitioners, as well as the general public in the field of agricultural development in Indonesia. SOCA welcomes field research result, literature/theoretical review, methodological review, critical ideas, contemporary review of agricultural development and seminar result. SOCA targets junior writers with brilliant ideas, concepts, and research in the field of socioeconomic of agriculture and agribusiness. SOCA also welcomes senior writers to participate and guide young researchers through works that may inspire and motivate them in the pursuit of academic research and writing. The journal of SOCA is published three times a year in January, May, and September by the Agribusiness Study Program, Faculty of Agriculture, Udayana University in partnership with Indonesian Agribusiness Association.

### **SOCA. VOL.15, NO 1, JANUARY 2021**

#### **Head:**

Agribusiness Study Program Coordinator, Faculty of Agriculture, Udayana University

**Editor in Chief** : Dr. Gede Mekse Korri Arisena, SP., M. Agb  
**Editorial Board** : Dr. Widhianthini, SP., M.Si (Udayana University)  
A.A.A. Wulandira S.DJ.SP., MMA (Udayana University)  
Ida Ayu Listia Dewi, SP., M. Agb (Udayana University)  
Tutik Dalmyatun, S.Pt., M.Sc (Diponegoro University)  
Kadhung Prayoga, SP., M.Sc (Diponegoro University)  
Dr.Dewi Kurniati, S.P., M.M (Tanjung Pura University)  
Refaul Khairiyakh,SP.,M.Sc (Sebelas Maret University)

#### **Internal Reviewers**

1. Prof.Dr.Ir. Wayan Windia, SU (Udayana University)
2. Prof.Dr.Ir. I Gde Pitana, M.Sc (Udayana University)
3. Prof.Dr.Ir. Made Antara, MS (Udayana University)
4. Prof.Ir. IGAA Ambarawati, M.Ec.Ph.D (Udayana University)
5. Prof.Dr.Ir. Ketut Budi Susrusa, MS (Udayana University)
6. Prof.Dr.Ir. Dwi Putra Darmawan, MP (Udayana University)
7. Dr.Ir. I Dewa Putu Oka Suardi, M.Si (Udayana University)
8. Dr.Ir. Nyoman Gede Ustriyana, MM (Udayana University)
9. Dr.Ir. I Ketut Suamba, MP (Udayana University)
10. Dr.Ir. I Made Sudarma, MS (Udayana University)

#### **Exsternal Reviewers**

1. Prof. Dr. Ir. Yuli Haryati, MS (Jember University)
2. Prof. Dr. Ir. Andy Mulyana, M. Sc (Sriwijaya University)
3. Prof. Dr. Ir. Budi Setiawan, MS (Brawijaya University)
4. Prof. Dr. Ir. Djoko Koestiono, MS (Brawijaya University)
5. Dr. Yudi Ferrianta, SP, MP (Lambung Mangkurat University)
6. Dr. Yuprin A.D., SP., MP. (Palangkaraya University)
7. Dr. Ir. Ridwan Iskandar, MT (Politeknik Negeri Jember)
8. Dr. Suryadi Zulkifli, SP., MP (Malikussaleh University)

9. Dr. Mardiyah Hayati, SP., MP (Trunojoyo University)
10. Dr. Drs. Ade Banani, MMS (Jendral Sudirman University)
11. Dr. Dedi Herdiansyah, SE., MSi (Politeknik Negeri Pontianak Kalimantan Barat)
12. Dr. Margaretha Ardhanari, SE., M.Si. (Katolik Widya Mandala University)
13. Dr. Ir. Ketut Arnawa, MP. (Mahasaraswati University Denpasar)
14. Dr. Dwi Retno Andriani, SP., MP (Brawijaya University)
15. Sugiyarto, SP., M.Sc. (Gajah Mada University)
16. Made Viantika Sulianderi, SP., M.Agb (Hasanudin University)
17. Yulistriani, S.P., M.Si (Andalas University)
18. Yudi Sapta Pranoto, S.P., M.Si (Bangka Belitung University)
19. Illia Seldon Magfiroh, S.E., M.P (Jember University)
20. Deru R Indika, S.E., MBA (Padjadjaran University)
21. Cut Aprilia, S.E., M.Interbuss (Syiah Kuala University)
22. Adhe Kania, S.Si., M.Si (Institut Teknologi Bandung)
23. Suluh Elman Swara, ST., MT (Brawijaya University)
24. Supardi Rusdiana, S.P., M.Si (Animal Research Center Indonesia)

**Technical Editor:**

I Gede Bagus Dera Setiawan, S.P., M.Agb  
I Gede Wahyu Pramarta, S.T.  
Alfin Christian Massie  
Dewa Ayu Made Gandariani  
Ns. Ni Luh Putu Nopriani, S.Kep  
Dr. Made Sukawijaya, SP., M.Sc  
Dina Lare Dunensa

**Published by:**

Agribusiness Study Program, Faculty of Agriculture, Udayana University in partnership with Indonesian Agribusiness Association.

**Editorial Office:**

Business Development Laboratory  
Agrocomplex Building, Floor II, East Wing  
PB. Sudirman Street, Denpasar, Bali, Indonesia  
Telephone : +62 361 223544  
Email : [soca@unud.ac.id](mailto:soca@unud.ac.id)  
Website : <https://ojs.unud.ac.id/index.php/soca/index>

<b>HOME PAGE</b>	i-ii
<b>TABLE OF CONTENTS</b>	iii-iv
<b>OPTIMIZATION OF GOOD AGRICULTURAL PRACTICES FOR CALLINA PAPAYA FARMING BUSINESS</b> <i>Cipta Wijaya , Nurliza and Shenny Oktoriana</i>	1 - 18
<b>FARMERS' PERCEPTION OF AMONG TANI APPLICATION</b> <i>Fardha Noor Laiyinah, Gumoyo Mumpuni Ningsih and Nur Ocvanny Amir</i>	19 - 28
<b>COOPERATIVES AS THE STRENGTHENING EFFORT FOR OIL PALM REPLANTING PROGRAM IN LANDAK REGENCY</b> <i>Husnun Puspa Afifah, Nurliza and Dewi Kurniati</i>	29 - 41
<b>ESTABLISHMENT OF REGIONAL-OWNED FOOD BUSINESS ENTITIES AS A MEANS TO ERADICATE POVERTY AND INCREASE ECONOMIC GROWTH</b> <i>Maryunani</i>	42 - 54
<b>COST-VOLUME-PROFIT ANALYSIS AND LINEAR PROGRAMMING AS PROFIT PLANNING INSTRUMENTS</b> <i>Ana Wijayanti, Bambang Mulyatno Setiawan and Edy Prasetyo</i>	55 - 65
<b>THE ROLE OF AGRICULTURAL INSTRUCTORS ON COFFEE FARMERS' TECHNICAL CAPABILITIES</b> <i>Afifah Ulhaq , Harpowo and Dyah Erni Widyastuti</i>	66 - 73
<b>COMPARATIVE ANALYSIS OF GRANOLA AND ATLANTIC POTATO FARMING IN MAGETAN REGENCY</b> <i>Bayu Panggy Saputro, Sri Marwanti and Wiwit Rahayu</i>	74 - 84
<b>ANALYSIS OF VISITORS' SATISFACTION ON THE QUALITY OF OMAH SALAK AGRO TOURISM SERVICES</b> <i>Mar'atul Karimah, Agus Setiadi and Mukson</i>	85 - 99
<b>COSTUMERS' PREFERENCE AT ARMOR KOPI LEUIT</b> <i>Debora Requel Emeraldal Siagian and Eti Suminartika</i>	100-107

<b>FARMER EMPOWERMENT STRATEGIES THROUGH ORGANIC VEGETABLES DEVELOPMENT</b>	108-119
<i>Maulida Murdayanti, Jabal Tarik Ibrahim and Istis Baroh</i>	
<b>ANALYSIS OF PARTNERSHIP SATISFACTION BETWEEN ANDINI LUHUR COOPERATIVE AND DAIRY FARMERS</b>	120-132
<i>Eva Maulida, Siwi Gayatri and Wiludjeng Roessali</i>	
<b>RISK ANALYSIS OF DAIRY COW MILK PRODUCTION</b>	133-146
<i>Maulidya Larasati, Wiludjeng Roessali and Agus Setiadi</i>	
<b>THE ROLE OF CAPITAL STRUCTURE, HUMAN RESOURCES, AND TECHNOLOGY IN INCREASING SALT FARMERS' INCOME</b>	147-155
<i>Vitri Wulandari, Mahmud Yunus, Aryan Eka Prastya Nugraha and Antono Herry Purnomo Adhi</i>	
<b>ANALYSIS OF HOUSEHOLD CONSUMERS' PREFERENCES FOR PACKAGED MILK</b>	156-166
<i>Yudishtira Adhi Nugroho, Mukson and Bambang Mulyanto Setiawan</i>	
<b>RICE PRODUCTIVITY IN BAYALANGU KIDUL VILLAGE</b>	167-177
<i>Agus Hermawan, Abdul Aziz Ahmad and Istiqomah</i>	
<b>DEMAND AND WILLINGNESS TO PAY FOR RICE COMMODITIES IN WEST JAVA</b>	178-188
<i>Adinda Elly Isnaini, Suprapti Supardi, Agustono</i>	
<b>CONSUMER PERCEPTIONS TO THE AGRO-TOURISM OF RED DRAGON FRUIT PALOPAT MARIA</b>	189-201
<i>Evahelda, Rati Purwasih and Parlindungan Siregar</i>	
<b>INCOME RISK AND THE DECISION ON ONION FARMING</b>	202- 209
<i>Sri Hindarti, Lia Rohmatul Maula, Nikmatul Khoiriyah</i>	
<b>POTENTIAL DEVELOPMENT OF BALINESE WATER-CONTROL SYSTEM (SUBAK) BASED AGRO-TOURISM IN THE WORLD CULTURAL HERITAGE SITE OF CATUR ANGGA BATUKARU</b>	210- 217
<i>I Ketut Suamba , Sumiyati, I Wayan Tika ,Sulastri, Anak Agung Keswari Krisnandika</i>	
<b>ASSESSING PROFITABILITY OF SMALL-SCALE COCOA-GOAT MIXED-FARMING IN WEST SULAWESI, INDONESIA</b>	218 -234
<i>Abrao Pereira, Stacey Paterson, Peter McMahon, David Guest, Agus Purwantara, and Jenny-Ann Toribio</i>	