

ABSTRACT

To encourage good results in farming, it is necessary to use the right factors of production available. This study aims to: analyze the factors of production that affect the amount of production and analyze the feasibility of rice farming in Sendang Sikucing village, Rowosari sub-district, Kendal district.

The data of this study were obtained from 91 farmer respondents. Data collection using purposive sampling method. This study uses the Cobb-Douglas production function to determine the coefficient of the regression of production factors consisting of land area, seedlings, labor, fertilizer and pesticides on rice production with the stochastic frontier analysis approach and the maximum likelihood estimation method.

The results showed that the factors of production that significantly affected rice production were land area, seeds, and pesticides. While labor and fertilizer variables have no significant effect on rice production. R / C ratio of 0.92, which means that farming is not profitable and economically unfeasible.

Keywords: Rice, Cobb-Douglas, R / C ratio, Kendal

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