ABSTRACT


Flood of salt imports from the country four season to meet consumption needs and the need of industry to Indonesia make the price of salt is low, people's business performance seen from the salt farmer productivity, quality of salt and salt farmers welfare of the people questioned nationwide. Surprisingly rich tropical sea water and sunlight with the fourth longest coastline in the world's salt supply shortage in the country, in 2010 national production of only 30,600 tons of salt or less than 1 percent of national demand in 2010 due to harvest in a number of production centers between 1.000 - 7.000 tons. ponds area and one of the factors that influence the production of salt is an integral part of the performance of producing salt as salt producers nationwide. Business performance on a salt farmer folk analyzed the influence of the land area of salt ponds on productivity, quality and financial performance by analysis of variance (Anova), for quality is also conducted lab tests and analysis of financial performance using the calculation of revenue, R/C ratio and B/C ratio. The analysis indicates the diversity of productivity F count 0.185 is smaller than the F table 3.885 with probability 0.833. Analysis of the diversity of sea water salinity showed F count 0.339 smaller than F table 5.143 with probability 0.725. Levels of NaCl has a score of 84.18 percent with the average color of white salt crystals are turbid and a diameter of less than 5 millimeters. Revenue from June to August 2011 the highest value on the people producing salt flats with an area of 0.23 hectares of land, averaging 4576666.67 while the lowest score in the group of farmers salt flats with an area of 0.85 hectares of land, the average score of 1677500.00. The analysis indicates the diversity of income F count 0.581 smaller than F table 0.588 probabilities 5.143. R/C ratio and B/C ratio produced from June to August 2011 the highest value in the group of people producing salt flats with total area of 0.23 hectares, the average score of 10.153 while lowest in the group of salt farmers with average land area of 0.85 hectares, average score of 3.2367. The analysis indicates the diversity of F count 1.089 is smaller than the F table 5.143 with probability 0.395. Effect of salt pond land area of productivity, quality and financial performance analysis results show analysis of variance (Anova) of the same namely the lack of significant differences. Based on the above data the business performance of the people rated low salt farmers and growers need to be enhanced by the salt of the people, particularly in the area.

Keywords: financial, land area, productivity, quality salt farmers