RINGKASAN

Kelapa sawit (*Elaeis guinensis jack*) merupakan salah satu jenis tanaman perkebunan yang menduduki posisi terpenting di sektor pertanian, Penelitian ini dilaksanakan di Desa Markisa Kecamatan Lubuk Batang Kabupaten OKU . Penentuan lokasi dilaksanakan secara sengaja (Purposive), metode penelitian yang digunakan dalam penelitian ini adalah metode studi kasus mengingat bahwa di Desa Markisa satu-satunya daerah di Kabupaten OKU yang telah melaksanakan program PSR dari pemerintah, Metode penarikan contoh yang digunakan dalam penelitian ini adalah metode purposive sampling. Analisis data yang diolah dalam penelitian adalah data primer dan sekunder. Data primer digunakan untuk analisis pendapatan dan Tingkat kepuasan. Data sekunder digunakan untuk melihat data dari KUD Perkasa Jaya, sementara untuk menjawab permasalahan pertama penelitian digunakan analisis pendapatan dan untuk menjawab rumusan masalah kedua di gunakan analisis IPA (*Importance Performance Analysis*). Berdasarkan hasil penelitian Berdasarkan hasil penelitian pendapatan rata-rata petani sawit setelah mengikuti Program PSR dengan pihak KUD Perkasa Jaya yaitu sebesar Rp 67.549.610/Tahun/petani atau Rp 19.248.007/Ha/Tahun. Berdasarkan analisis tingkat kepuasan dengan menggunakan metode IPA, disimpulkan bahwa atribut pelayanan administrasi dan pelayanan teknis yang telah memenuhi tingkat kepuasan petani sawit. Sedangkan atribut yang belum memenuhi tingkat kepuasan petani adalah atribut Sarana produksi (SAPRODI). Berdasarkan hasil tingkat kepuasan antara tingkat kepentingan dan tingkat kinerja mempunyai skor 4,8 paling rendah yakni masuk dalam nilai interval dengan kategori kinerja atribut sarana produksi tidak tinggi. Artinya, belum bisa memenuhi tingkat kepuasan petani sawit..

Hasil dari penelitian ini sudah di publikasikan pada jurnal Internasional IJSS (International Journal Of Social Science).

Kata Kunci: *Petani Sawit, Pendapatan, Tingkat Kepuasan*

SUMMARY

Oil palm (Elaeis guinensis jack) is a type of plantation crop that occupies the most important position in the agricultural sector. This research was carried out in Markisa Village, Lubuk Batang District, OKU Regency. The location determination was carried out purposively, the research method used in this research was the case study method considering that Markisa Village is the only area in OKU Regency that has implemented the PSR program from the government. The sampling method used in this research is the purposive sampling. Analysis of the data processed in the research is primary and secondary data. Primary data is used for income analysis and satisfaction levels. Secondary data was used to view data from KUD Perkasa Jaya, while to answer the first research problem, income analysis was used and to answer the second problem formulation, IPA analysis (Importance Performance Analysis) was used. Based on research results. Based on research results, the average income of oil palm farmers after participating in the PSR Program with KUD Perkasa Jaya is IDR 67,549,610/year/farmer or IDR 19,248,007/ha/year. Based on the analysis of the level of satisfaction using the IPA method, it was concluded that the attributes of administrative services and technical services have met the level of satisfaction of oil palm farmers. Meanwhile, the attribute that does not meet the level of farmer satisfaction is the production facilities (SAPRODI) attribute. Based on the results, the level of satisfaction between the level of importance and the level of performance has the lowest score of 4.8, which is included in the interval value with the production facility attribute performance category being not high. This means that it has not been able to meet the level of satisfaction of oil palm farmers.

The results of this research have been published in the international journal IJSS (International Journal of Social Science).

Keywords*: Palm Oil Farmers, Income, Satisfaction Level*