



Analysis Of The Cosmos Variety Large Red Chili Farming Business In Kassi Village, Rumbia Subdistrict, Jeneponto Regency

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Abstract

This study aims to analyze the production costs, output, revenue, and income from farming the cosmos variety of red chili peppers at the study site. The study was conducted in Kassi Village, Rumbia Subdistrict, Jeneponto Regency. The data used included both qualitative and quantitative data sourced from primary and secondary sources. The population in this study consisted of 154 farmers growing large red chili peppers. The sample was determined using a sampling technique that involved selecting 15 percentase of the total population, resulting in a sample of 23 farmers respondents. The results of the study show that the average production of the cosmos variety of red chili peppers by farmers reached 5,413 kg per growing season at an average selling price of IDR. 20,000/kg, resulting in an average total revenue of IDR. 108,260,870 per growing season. With average total production costs of IDR. 4,650,866, farmers were able to earn an average net income of IDR. 103,610,003 per growing season. This income, which far exceeds total costs, demonstrates that farming the cosmos variety of red chili peppers is highly profitable and holds significant economic potential for sustainable development.

Keywords: Farming, Cosmos Red Chili Pepper Variety, Jeneponto Regency

INTRODUCTION

Farm management is the science of studying the proper ways to allocate the resources available to farmers so that they function well and effectively, and to utilize those resources to generate maximum profit (Rahmatullah et al., 2013). Farm management is an organizational framework that manages natural resources, labor, and capital with the goal

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of producing agricultural products. This management process is independent and carried out by individuals or groups acting as managers (Supriyanto et al., 2022). The goal of farm management is to increase income for farming families, which can be used to assess the extent of farmers' success in managing their businesses (Abdurrahman et al., 2023).

Red chili peppers (*Capsicum Annum L*) are one of the horticultural crops widely cultivated and utilized by the Indonesian people. In Indonesia itself, there are several types of chili peppers; among the most widely cultivated are curly red chili (*Capsicum annum* var. *longum*), large chili (*Capsicum Annum Var. Grossum*), bird's eye chili (*Capsicum frutescens*), and bell pepper (*Capsicum Longum L.*) (Anggraen, 2013). Chili peppers originated in the Americas, specifically Peru, and later spread to other parts of the Americas, Europe, and Asia, including Indonesia (Baharuddin, 2016). It is estimated that there are 20 to 30 species within the genus native to its country of origin (Swastika et al., 2017).

In Rumbia Subdistrict, Jeneponto Regency, red chili pepper cultivation in 2020 covered an area of 119 ha, with a production of 4,253 metric tons and a productivity of 35.73 metric tons per hectare. The year 2021 was the best year on record, with a cultivated area of 141 ha, a production of 6,239 metric tons, and a productivity of 44.24 metric tons per hectare. In 2022, the cultivated area decreased slightly to 140 ha, while production fell sharply to 4,889 metric tons with a productivity of 34.92 metric tons per hectare. Meanwhile, in 2023, the cultivated area decreased to 89 ha, but productivity remained relatively high at 42.00 metric tons per hectare. In 2024, the cultivated area increased again to 126 ha and production rose to 4,501 metric tons, but productivity fell to 35.72 metric tons per hectare. In 2025, the cultivated area was 125 ha, production fell to 4,822 metric tons, and productivity rose to 38.58 metric tons per hectare (BPS Kabupaten Jeneponto, 2025). These conditions indicate that the identifiable issue is the instability of the land area, production, and productivity of red chili peppers in Rumbia Subdistrict. These fluctuations suggest that an increase in land area is not always accompanied by an increase in productivity and production. Similarly, when the area under cultivation decreases, productivity can still increase. This situation indicates the presence of other factors influencing red chili pepper production, such as the availability and quality of seeds, the use of fertilizers and pesticides, labor, capital, pest and disease outbreaks, climatic conditions, cultivation techniques, and farmers' ability to manage large-scale red chili pepper farming operations.

The cultivation of large red chili peppers of the cosmos variety in Kassi Village, Rumbia Subdistrict, Jeneponto Regency is one agricultural activity with the potential to contribute to increased farmer income. Red chili peppers have significant economic value and relatively high market demand, leading many farmers to rely on them as a source of household income. The success of red chili farming can be measured by production levels,

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revenue, and the income farmers earn after deducting all costs incurred during the production process. However, the income earned by red chili farmers is not always stable. One factor affecting income levels is the fluctuation in market prices for red chili peppers. These price changes can occur due to shifts in production volume, supply and demand conditions, harvest seasons, weather conditions, and economic developments. When chili prices fall, farmers' earnings decrease even though production levels remain relatively stable. This situation can ultimately lead to a decline in income and increase the risk of losses for farmers. These various issues ultimately cause the income of red chili farmers to fluctuate and tend to decline, particularly when selling prices do not compensate for production costs and the business risks they must bear.

Therefore, support in the form of cultivation and post-harvest technologies, access to quality production inputs, as well as extension services and government policies that favor farmers are needed to enhance the sustainability and profitability of red chili farming. Research indicates that price fluctuations in red chili frequently occur due to climatic factors and market demand, which directly impact farmers' income (Shofi et al., 2025). Production costs and selling prices have a significant impact on red chili farmers' income (Rozaini et al., 2023). Efficient red chili cultivation can increase crop yields and reduce production costs, thereby boosting farmers' income (Putri et al., 2020).

Based on the background and issues described above, the objective of this study is to analyze the production costs, output, sales, and revenue of the Cosmos variety of large red chili pepper farming in Kassi Village, Rumbia Subdistrict, Jeneponto Regency.

THEORETICAL REVIEW

Farming

Agricultural management is a discipline that explores how farmers can select, manage, and organize the use of production factors as optimally and efficiently as possible. Its primary objective is to ensure that agricultural operations generate maximum income (Suratiya, 2020). Agricultural management also involves activities to evaluate and investigate various issues arising in the agricultural sector and to find solutions to them (Sesanti & Handayani, 2018). Agricultural management is an organizational process that manages natural resources, labor, and capital with the aim of producing agricultural products. This management process is independent and carried out by individuals or groups acting as managers (Supriyanto et al., 2022). The goal of farming is to increase income for farming families, which can serve as a measure of how successfully farmers manage their business (Abdurrahman et al, 2023).

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Red Chili Pepper Plants

Chili pepper plants (*Capsicum Annuum L.*) are one of the most important horticultural products in Indonesia due to their significant economic value and their contribution to food price stability at the national level (Polii et al., 2019). Red chili pepper plants (*Capsicum Annuum L.*) are tropical and subtropical plants that are easy to cultivate. Red chili plants are, in fact, widely known among the general public, as red chili peppers are used as a culinary spice (Parining et al, 2024). Chili peppers are shrubby plants belonging to the nightshade family and have the scientific name capsicum annuum. Native to Central and South America, they had been cultivated by local communities for hundreds of years before columbus's arrival in the americas. The spread of chili pepper cultivation subsequently expanded to countries in the Americas, Europe, and Asia around 1500 B (Rizqullah & Syamsuddin, 2020).

Cost

Cost is the sacrifice of economic resources, measured in monetary units, that has occurred, is occurring, or is likely to occur for a specific purpose (Mulyadi, 2012). Cost refers to expenditures made by consumers to meet their needs whether in the form of goods or final services that provide them with benefits (Suratiya, 2020). Production costs can be categorized into two types: fixed costs and variable costs. Fixed costs are costs whose amounts are not directly affected by production volume. Examples include land rent, taxes, equipment costs such as machinery, and building costs. Meanwhile, variable costs are costs whose amounts can directly affect production. Total costs in agricultural businesses are calculated using the formula proposed by (Sukirno, 2006), namely:

$$TC = TFC + TVC$$

Where:

TC = Total Cost (IDR)

TFC = Total Fixed Cost (IDR)

TVC = Total Variable Cost (IDR)

Revenue

Revenue refers to an increase in assets or a decrease in accounts receivable and liabilities resulting from various activities during a specific accounting or budget period (Siregar et al., 2013). Revenue can be calculated by multiplying the total quantity of production by the respective selling price. In the context of agriculture, revenue is the total amount of money received by farmers as a result of production activities, excluding costs incurred during the production proces (Husni et al., 2014). On the other hand, cash revenue generated from agriculture is the money received by farmers from the sale of their agricultural products

(Adriansyah, 2020). Revenue is the money earned from the sale of products to retailers or directly to consumers (Umar, 2005). Farm business receipts (TR) are calculated (Soekartawi, 2006) using the following formula:

$$TR = P \cdot Q$$

Where:

TR = Total Return (IDR)

P = Price (IDR)

Q = Quantity (Kg)

Income

Income derived from agricultural activities is the result of subtracting total expenses incurred during the production phase from total revenue from the sale of agricultural products (Soekartawi, 2006). Income from farming is the difference between all revenue received and total expenses incurred (Soekartawi, 2006). Revenue is the amount of money earned from an organization's ordinary operations. This term encompasses various aspects such as sales, income from services, interest, dividends, and royalties (Dwi Martani, 2012). To determine net revenue, the following formula (Alamdani, 2016) can be used:

$$\Pi = TR - TC$$

Where:

π = Farmer's Income (IDR)

TR = Total Revenue (IDR)

TC = Total Cost (IDR)

METHOD

Research Design

This study employs a quantitative descriptive approach supported by qualitative data to analyze the farming of the Cosmos variety of large red chili peppers in Kassi Village, Rumbia Subdistrict, Jeneponto Regency. Qualitative data were used to describe farmers' characteristics, farming characteristics, and respondents' perceptions of cultivation activities. Meanwhile, quantitative data included land area, use of seeds, fertilizers, pesticides, labor, production costs, production volume, selling price, revenue, and farm income. Data were collected through observation, interviews, and documentation of the farmers' respondents. Subsequently, the data were tabulated and analyzed descriptively to

determine the costs, revenue, and income of the cosmos variety large red chili farming operation.

Setting and Study Population

This study was conducted in Kassi Village, Rumbia Subdistrict, Jeneponto Regency, South Sulawesi Province. The study site was selected through purposive sampling, considering that the area is one of the locations where the Cosmos variety of large red chili peppers is cultivated. The population in this study consisted of all farmers cultivating the cosmos variety of large red chili peppers in Kassi Village. The farmers surveyed were selected based on characteristics and criteria established in accordance with the study's objectives. The study focused on farming conditions, including the use of production factors, production costs, production volume, selling prices, revenue, and income of farmers growing the Cosmos variety of large red chili peppers.

Sampling Technique Procedure

The sampling technique used in this study was purposive sampling, which involves selecting respondents based on specific criteria aligned with the research objectives. In this study, the population consisted of 154 large red chili farmers. Accordingly, the researcher selected 15% of the total population for the study, namely 23 large red chili farmers. Arikunto, (2010) states that if the research subjects number fewer than 100, then all subjects should be included. However, if the number of subjects exceeds 100, then a sample of 10–15% or 20–25% may be selected.

Data Analysis

The data analysis techniques applied in this study are as follows:

1. Farm Cost Analysis

Farm cost analysis is the process of evaluating and calculating all expenditures related to agricultural activities during two growing seasons of the cosmos variety of large red chili peppers at the study site. Total farming costs are calculated using the formula proposed by (Sukirno, 2006):

$$TC = TFC + TVC$$

Where :

TC = Total Cost (IDR)

TFC = Total Fixed Cost (IDR)

TVC = Total Variable Cost (IDR)

2. Revenue

Revenue is the value of sales; farm revenue can be calculated by multiplying the production quantity by the selling price per unit of the large red chili pepper of the cosmos variety. Farm revenue (TR) is obtained using production data (Soekartawi, 2006) according to the following formula:

$$TR = P \cdot Q$$

Where:

TR = Total Revenue (IDR)

P = Price (IDR/Kg)

Q = Quantity (Kg)

3. Income

Farm income is the total revenue obtained from farming activities after deducting all costs incurred in the production process of large red chili peppers of the Cosmos variety. Net income can be calculated using the formula (Nuraini, 2016), namely:

$$\mu = TR - TC$$

Where:

π = Farmer's Income (IDR)

TR = Total Revenue (IDR)

TC = Total Cost (IDR)

RESULTS AND DISCUSSION

Cost Analysis

Cost analysis is important for understanding respondents' expenses during production, divided into fixed costs and variable costs.

Fixed Cost

Fixed cost are costs that do not change in amount, even if there are changes in production. These costs must be paid continuously and include equipment depreciation and land taxes. The fixed costs of peanut farmers can be seen in Table 1 as follows:

Table 1. Fixed Costs for Farmers Growing the "Cosmos" Variety of Red Chili Peppers in Kassi Village, Rumbia Subdistrict, Jenepono Regency

No.	Type of Fixed Cost	Average (Rp)/Growing Season
1	Equipment Depreciation	99,345
2	Land Tax	100,000
Total		199,345

Source: Processed Primary Data, 2026

Table 1 above shows that the fixed costs of farming the cosmos variety of red chili peppers in Kassi Village consist of two components: equipment depreciation and land tax. The average equipment depreciation cost is IDR. 99,345 per growing season, while the land tax is IDR. 100,000 per growing season. The total fixed costs incurred by farmers amount to IDR. 199,345 per growing season. Thus, the total fixed costs of IDR. 199,345 per growing season indicate that the burden of fixed costs in the cultivation of the Cosmos variety of red chili peppers is relatively small compared to the variable components of production costs. The findings of this study are higher than those of a previous study on fixed costs in red chili farming, which amounted to IDR. 261,253 (Pradana & Handayani, 2024). A previous study on fixed costs in red chili cultivation reported a figure of IDR. 964,500 (Danu et al., 2025). These differences indicate variations in fixed costs across regions, which may be influenced by ownership and the number of production tools, equipment depreciation, land rental costs, as well as taxes and administrative fees. These conditions suggest that resource characteristics and economic conditions in each region can influence the magnitude of fixed costs in the cultivation of large red chili peppers of the cosmos variety in Kassi Village, Rumbia Subdistrict, Jeneponto Regency.

Variable Cost

Variable costs are expenses that fluctuate in line with the level of production or activities carried out in a business. When production increases, these expenses rise; conversely, when production decreases, they fall. The average variable costs for farmers growing the cosmos variety of red chili peppers are shown in Table 2 below:

Table 2. Average Variable Costs for Farmers Growing the “Cosmos” Variety of Red Chili Peppers in Kassi Village, Rumbia Subdistrict, Jeneponto Regency.

No.	Type of Variable Cost	Average (Rp)/Growing Season
1.	Seed	1,315,217
2.	Urea	584,783
3.	NPK	278,261
4.	Phonska	125,217
5.	KCL	26,087
6.	Manure	565,217
7.	Labor	922,826
Total		3,817,608

Source: Processed Primary Data, 2026

Table 2 shows that the average variable costs for cultivating cosmos red chili peppers in Kassi Village are IDR. 3,817,608 per growing season. These variable costs include

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expenses for seeds, fertilizer, and labor, the amounts of which may fluctuate depending on needs and the scale of production. The most significant cost component is seeds, amounting to IDR. 1,315,217, followed by labor costs of IDR. 922,826. Next, the cost of urea is IDR. 584,783, manure costs IDR. 565,217, NPK IDR. 278,261, Phonska IDR. 125,217, and KCL is the lowest at IDR. 26,087. Therefore, the total variable costs, which amount to IDR. 3,817,608 per growing season, underscore that production input costs particularly for seeds and labor are crucial factors that farmers should consider to improve efficiency and income in the cultivation of cosmos red chili peppers.

The findings of this study are lower than those of a previous study on variable costs for red chili peppers, which reached IDR. 6,333,832 (Pradana & Handayani, 2024). A previous study reported the highest variable costs in red chili pepper cultivation at IDR. 23,100,000 (Danu et al., 2025). A previous study on the highest variable costs in red chili farming in Pematang Guntung Village reported a figure of IDR. 46,095,00 (Fuad et al., 2026). These differences indicate variations in production costs across regions, which may be influenced by the scale of farming operations, input prices, the intensity of production input use, and the cultivation techniques employed by farmers. This situation represents a research gap that highlights the importance of analyzing variable costs in the cultivation of the cosmos variety of large red chili peppers in Kassi Village, Rumbia Subdistrict, Jeneponto Regency.

Revenue

Revenue is the product of production volume and selling price. The agricultural revenue of farmers growing the cosmos variety of red chillies in Kassi Village, Rumbia Sub-District, Jeneponto Regency is shown in Table 3 as follows:

Table 3. Average Revenue of Farmers Growing the Cosmos Variety of Red Chili Peppers in Kassi Village, Rumbia Subdistrict, Jeneponto Regency

Description	Total (Kg/IDR)
Production (Kg)	5,413
Price (Rp)	20,000
Total Revenue (TR)	108,260,870

Source: Processed Primary Data, 2026

Table 3 above shows that the average production of cosmos variety red chili peppers by farmers in Kassi Village is 5,413 kg per growing season, with an average selling price of IDR. 20,000/kg. Based on this production volume and selling price, farmers' average revenue reaches IDR. 108,260,870 per growing season. This revenue level indicates that

farming the Cosmos variety of red chili peppers has considerable economic potential and offers high earning potential.

The findings of this study are higher than those of a previous study on income from red chili farming, which reached IDR. 45,200,000 (Pradana & Handayani, 2024). A previous study reported the lowest income from red chili farming at IDR. 55,582,500 (Danu et al., 2025). A previous study on the highest income from red chili farming in Pematang Guntung Village was IDR. 162,000,000 (Fuad et al., 2026). These income differences indicate variations in economic outcomes across regions, which can be influenced by production volume, land area, productivity, selling prices, and market conditions. These findings indicate that the characteristics of the location and farm management play a significant role in determining the income levels of farmers growing large red chili peppers of the cosmos variety in Kassi Village, Rumbia Subdistrict, Jeneponto Regency.

Income

Farm income is the difference between total revenue and total costs incurred during the production process (Mawuntu et al., 2024). The farm income of farmers growing the cosmos variety of red chili peppers in Kassi Village, Rumbia Subdistrict, Jeneponto Regency is presented in Table 4 as follows:

Table 4. Average Income of Farmers Growing the Cosmos Variety of Red Chili Peppers in Kassi Village, Rumbia Subdistrict, Jeneponto Regency

Description	Value (IDR)
Revenue	108.260.870
Total Cost	4.650.866
Income	103.610.003

Source: Processed Primary Data, 2026

Table 4 above shows that the average revenue for farmers growing the cosmos variety of red chili peppers in Kassi Village is IDR 108,260,870 per growing season. Meanwhile, the total costs incurred by farmers amount to IDR. 4,650,866, resulting in an average income of IDR. 103,610,003 per growing season. The fact that income far exceeds total costs indicates that farming the cosmos variety of red chili peppers yields a fairly high profit for farmers. This suggests that revenue from the sale of produce is sufficient to cover all production costs and still generate a substantial profit.

The findings of this study are higher than those of a previous study on red chili farming income, which amounted to IDR. 37,608,543 (Pradana & Handayani, 2024). A previous study reported the lowest income from red chili farming at IDR. 32,257,450 (Danu et al.,

2025). A previous study on the highest variable costs in red chili farming in Pematang Guntung Village reported IDR. 115,030,000 (Fuad et al., 2026). These differences in income levels indicate regional variations that may be influenced by differences in production, land area, selling prices, production costs, productivity, and farm management techniques. These findings demonstrate that local conditions and the efficient use of inputs play a significant role in determining the income of red chili farmers.

CONCLUSION

Based on the results of the analysis of red chili farming of the cosmos variety in Kassi Village, Rumbia Subdistrict, Jeneponto Regency, it can be concluded that farmers' average revenue from the production of red chili of the Cosmos variety reached 5,413 kg per growing season at a selling price of IDR. 20,000/kg, resulting in an average total revenue of IDR. 108,260,870 per growing season. Meanwhile, regarding farm income: With an average total production cost of IDR. 4,650,866, farmers are able to earn an average net income of IDR. 103,610,003 per growing season. The high income relative to total costs indicates that farming the cosmos variety of red chili peppers is highly profitable and has significant economic potential for development at the research site.

IMPLICATION

The results of this study suggest that farming the cosmos variety of large red chili peppers in Kassi Village holds excellent economic prospects for development. An average yield of 5,413 kg per growing season, at a selling price of IDR. 20,000/kg, generates revenue of IDR. 108,260,870 and a net income of IDR. 103,610,003 after deducting total production costs of IDR. 4,650,866. This high income indicates that the cosmos variety of red chili peppers can be a potential source of income for farmers. Therefore, it is necessary to strengthen farm management, increase productivity, improve the efficiency of input use, and provide support for market access and technology to sustainably maintain and increase farmers' profits.

SUGGESTION

Based on the research findings, it is recommended that farmers growing the cosmos variety of red chili peppers in Kassi Village improve the efficiency of their use of production inputs and adopt appropriate cultivation techniques to maintain productivity and farm income. Farmers also need to monitor price trends and market conditions to determine the most profitable time to sell their crops. In addition, the government and agricultural extension workers are expected to provide guidance on cultivation techniques, pest and

disease control, and market access. Further research is recommended to examine production risks and price fluctuations so as to provide a more comprehensive picture of the sustainability of the cosmos red chili farming business.

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