



CHILI FARMERS' BEHAVIOR IN DEVELOPING CHILI AGRIBUSINESS IN CENTRAL JAVA

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INTRODUCTION

Chili production decreases continuously in Central Java today; Similarly, chili's selling price is fluctuating, sometimes too low and some other times too high. Farmers as one of chili agribusiness development actors have a very large potency to develop, so that a study should be conducted on farmers' behavior in developing chili agribusiness development as the foundation to conduct empowerment. This research aims to describe a) chili farmers' characteristics, and b) empowerment program conducted, and c) to analyze factors affecting farmers' skill of developing chili agribusiness in Central Java.

METHOD

This study employed quantitative method with survey technique. The research took place in Central Java, the regencies were selected purposively, i.e. the ones with highest and those with lowest chili production. Sub-districts with highest and those with lowest chili production were selected from each of regencies: Musak, Banyudono, Nguter dan Sukoharjo sub-districts. Chili farmers existing in each of sub-districts were taken randomly. Data was analyzed descriptively and quantitatively with multiple regression, and qualitative information.

RESULT

Table 1. Distribution of Chili Farmer Characteristics in Central Java

Variable	Category	Wongiri Regency	
		n	%
Age:			
15 – 64 yrs	Productive	56	93.30
65 yrs <	Non-productive	4	6.60
	Total	60	100.00
Formal Education Level	Uneducated	1	1.67
	Graduated from primary School	13	21.67
	Graduated from Junior High School	11	18.33
	Graduated from Senior High School	32	53.33
	Graduated from Undergraduate Program	1	1.67
	Graduated from Graduate Program	2	3.33
	Total	60	100.00
Non-Formal Education	Extension	26	43.33
	Training	6	10.00
	Never attending any program	28	46.60
	Total	60	100.00
Farmers' experience with chili cultivation (years):			
1 – 10	Less adequate	33	55.00
11 – 20	Sufficiently adequate	14	23.33
21 – 30	Adequate	12	20.00
31 – 40	Very adequate	1	1.67
	Total	60	100.00
Land ownership (ha):			
<0.50	Very narrow	52	86.67
0.50 – 1.00	Narrow	5	8.33
1.00 – 2.00	Wide	3	5.00
2.00 <	Very wide	0	0.00
	Total	60	100.00
Chili Farmers' Skill	Less skillful	32	53.33
	Skillful	19	31.67
	Very skillful	9	15.00
	Total	60	100.00

Table 3. Result of Analysis on the Factors Affecting Chili Farmers' Behavior in Chili Agribusiness Development

Variable	Regression Coefficient	t	Sig.	Notes
Constant	83.836	15.642	0.000	
Chili farmers' age	-0.066	-0.686	0.495	Insignificant
Chili farmers' formal education level	0.336	-1.312	0.195	Insignificant
Chili farmers' non-formal education	3.187	2.107	0.040	Significant
Experience with chili farming	0.221	2.309	0.025	Significant
Land width	0.000	0.358	0.722	Insignificant
Chili farmers' skill	0.212	0.478	0.635	Insignificant
Adjusted R Square	0.234			
F statistic	3.291			

CONCLUSION

In chili agribusiness development chili farmers' behavior in chili agribusiness is affected by non-formal education and farmers' experience factors, as indicated with the farmers' length of time cultivating chili from production plan, planting pattern, marketing, and post-harvesting factors. Farmers' knowledge and skill should be improved through, among others, extension, training, and access to information from various media and facilitation from related stakeholders, so that chili farmers' behavior in developing chili agribusiness can be better.