

ABSTRACT

FACTORS THAT AFFECT THE PRODUCTIVITY OF PADDY RICE CROPS, IN SUMBER BAHAGIA VILLAGE, SEPUTIH BANYAK DISTRICTS, CENTRAL LAMPUNG REGENCY

This research's goal is to determine the factors that affect the productivity of paddy rice crops. This research was conducted in the Sumber Bahagia Village, Seputih Banyak Districts, Central Lampung Regency where the majority of the people have the main livelihood as farmers. This type of research is an explanatory with approach quantitative. The sample of research totaled 92 rice farmers. Data collection techniques in this research are questionnaire, interview, and secondary data collection, while data analysis was done by analysis of frequency tables through processing programs of the statistical data, that called SPSS. Based on the research results, it is known that factors affecting agricultural productivity of paddy is in the Sumber Bahagia Village, Seputih Banyak District, Central Lampung is the land area cultivated, cosmopolitan level, and venture capital.

Keywords: Productivity, Rice Paddy, Sumber Bahagia, Village