ABSTRACT

ANALYSIS OF FACTORS AFFECTING THE DECISION OF THE POPULATION AGE VILLAGE EARNING TO PARTICIPATE ECONOMIC ACTIVITIES IN NON FARM WAY LIMA PESAWARAN DISTRICT (Study Case Village Way Harong)

By

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Decision theory is about how human beings, in a certain situation, choose option among the available options at random, in order to achieve the objectives to be achieved. Non-agricultural economic activities or rural non-farm economy activities (RNFE) has the sense that all activities which provide revenue (including revenue items) that is not an agricultural activity (all primary food production activities, flowers, and fiber - process of planting, livestock , horticulture, forestry, and fisheries are located in rural areas.

The research aimed to identify factors that affect the residents of rural household's decision to participate in non-agricultural economic activities Sub district Way Lima Pesawaran District (Case Study village Way Harong) as seen from three aspects, namely from the aspect of income, education aspect and the aspect of age.

Results of the analysis showed that the factors that influence the decision of residents of rural household in non-economic . Way District of Lima District Pesawaran (case study of the village Way Harong ) on aspects of revenue and positive influence on the educational aspects of non-agricultural economic activities, while at the age aspect influential negative to non-agricultural economic activities

Keywords: decision, residents of households, non-agricultural economy.