

FARMERS PERCEPTION TOWARD ORGANIC RICE IN PAGELARAN PRINGSEWU REGENCY

ABSTRACT

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The research were to analyze (1) Farmers perception toward organic rice in Pagelaran, Pringsewu Regency, (2) Factors that correlate with farmers perception toward organic rice in Pagelaran, Pringsewu Regency, (3) Factors that most influence farmers perception toward organic rice in Pagelaran, Pringsewu Regency and (4) The differences of perception between organic rice farmers and nonorganic rice farmers toward organic rice in Pagelaran, Pringsewu Regency. The research were conduced from September to October 2010 in Pagelaran, Pringsewu Regency. The sample were determined with *stratified random proportional sampling* method. The sample were 60 farmers, comprising 34 organic rice farmers and 26 nonorganic rice farmers. The method used were survey method. Inter-variable relationships were tested using analysis Partial Kendall correlation test, and perception differences examined with Mann-Whitney test.

Research results indicated that (1) Farmers perception towards organic rice in Pagelaran, Pringsewu regency were good enough, (2) Factors that correlate with farmers perception toward organic rice were farmers knowledge about organic rice, social interaction, and farmers motivation, while the factors that does not have strong correlation with farmers perception towards organic rice were experience and farmers needed, (3) the most influence factor of farmers perception towards organic rice were farmers knowledge about organic rice, and (4) there were differences of perception between organic rice farmers and nonorganic rice farmers towards organic rice. The differences can be seen from organic rice farmers assuming that marketing, superiority, productivity and profit were in enough category compared to nonorganic rice, while nonorganic rice farmers have perception were in less category.

Keywords : Perception and Organic Rice

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