

ABSTRACT

PERCEPTIONS OF FARMERS TOWARD ENVIRONMENT FRIENDLY FARMING CHILI (Case Study in Adiluwih Village Adiluwih District Pringsewu Regency)

By:

Mariman¹, Ktut Murniati², Tubagus Hasanuddin²

The purposes of this research were (1) to find perceptions of farmers toward environment friendly farming chili (*Capsicum Annum*), (2) The factors which connected to perceptions of farmers toward environment friendly farming chili (*Capsicum Annum*), (3) The difference among perceptions of farmers toward environment friendly farming chili and non environmentally friendly farming chili.

This research was conducted in Adiluwih, Pringsewu in November to December 2010. The samples were 55 respondents (23 environment friendly farming chili and 32 non environmentally friendly farming chili), taken by Cluster Random Sampling method. The Statistical Analysis was used in Partial Kendall correlation. Meanwhile, among farmers' perception was used in Mann-Whitney.

The result of the research showed that (1) perceptions of farmers toward environment friendly farming chili were good. Perceptions of farmers were easy farming, high productivity, low cost farming, easy marketing, and farming profitable enough. (2) The factors which connected to environment friendly farming chili: farmer education level, social interaction, and farmers' knowledge level. Meanwhile, long farming and farmers' need were not influence perceptions of farmers toward environment friendly farming chili (3) there was no difference among perceptions of farmers toward environment friendly farming chili and non environmentally friendly farming chili

Key words: perception, environment friendly farming chili.

¹ The Student of Social Economic Agricultural Department, Agricultural Faculty.

² Lectures of Social Economic Agricultural Department, Agricultural Faculty.