

ABSTRACT

THE ANALYSIS OF INCOME AND BEHAVIOR OF FARMERS IN FACING THE RISK OF PINEAPPLE (*Ananas comosus* (L.) Merr) FARMING IN ASTOMULYO VILLAGE PUNGGUR SUB-DISTRICT CENTRAL LAMPUNG DISTRICT

By

Astri Puji Astuti¹, M. Irfan Affandi², Umi Kalsum²

This study aims to (1) analyze income of pineapple's farm in the Astomulyo Village Punggur Sub-District Central Lampung District, (2) to analyze risk pineapple's farm in the Village District Astomulyo Punggur Central Lampung District, (3) to analyze the behavior of farmers in facing the risk of pineapple farming in the Astomulyo Village Punggur Sub-District Central Lampung District, and (4) to analyze the factors that affect farmers behavior in facing the risk of pineapple farming in the Astomulyo Village Punggur Sub-District Central Lampung District.

The study was conducted in the Astomulyo Village Sub-District of Punggur Central Lampung District. This location was chosen purposively (purposive) and the sample was collected by simple random sampling. Respondents in this study 50 people (i.e pineapple's farmers). The research method used is survey. Data collection was conducted in June-July 2010. Data analysis methods used are qualitative (descriptive) and quantitative analysis.

The results showed that: (1) Farming pineapple on each growing season in the Astomulyo Village Punggur Sub-District Central Lampung District gave benefits to the farmers, with revenues over cash costs amounted to 70,863,370 rupiahs and above the total cost of 35,692,092 rupiahs ($R / C = 1.58$). (2) Pineapple farm operated by farmers taking risk, it can be seen in the risk analysis which found that the CV value = $1.87 > 0.5$ or $L < 0$. (3). Pineapple farmer in the Astomulyo Village behave neutral to risk (94% of respondents). (4) The factors that influence the behavior of pineapple farmers against risk are the land area and number of family members.

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1. Graduates majoring in social economics of agriculture faculty of Lampung University
 2. Social economics lecturer of agriculture faculty of Lampung University.