ABSTRACT

COMPARATIVE STUDY OF LAND ALLOCATION PATTERN, RICE SPENDING, AND FOOD CONSUMPTION PATTERN AMONG CASSAVA FARMERS IN VILLAGES IMPLEMENTING AND NOT-IMPLEMENTING PROGRAM OF LOCAL STAPLE FOOD DEVELOPMENT MODEL (MP3L) IN SOUTH LAMPUNG REGENCY

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This research aims to compare: (1) the land allocation pattern for cassava, (2) the spending for rice, and (3) food consumption patterns, among cassava farmers in the villages implementing and not implementing program of local staple food development Model (MP3L) in South Lampung regency. The research is conducted in Pancasila Village and Negara Ratu Village of Natar District, South Lampung Regency. There are 44 respondents, consisting of 22 cassava farmers in the Pancasila Village and 22 of cassava farmers in Negara Ratu Village. Analysis method used in this study is quantitative descriptive. The results showed that: (1) the land allocated for planting cassava in Negara Ratu Village is larger than in Pancasila Village. The land allocation for planting cassava tends to be caused by the need of farmers to consume cassava and the guarantee of the markets; (2) the average household spending for rice in Pancasila Village is Rp 858,303.03 per capita per year, while the average in Negara Ratu Village is Rp 1,044,121.77 per capita per year. The significant difference is caused by the customs of households in Pancasila Village to consume processed cassava daily, excluding Beras Siger; (3) Expected Food Consumption Pattern (PPH) score of cassava farmers in Pancasila Village (87.8) is higher than PPH score of cassava farmers in Negara Ratu Village (80.5). Reduction of rice consumption has occurred in Pancasila Village, but it is not caused by substitution of rice to Beras Siger.

Key words: cassava farmers, consumption patterns, land allocation, MP3L