ABSTRACT

FARMERS PERCEPTIONS ON THE FARM RICE VARIETIES
CILAMAYA MUNCUL AND CIHERANG AT PALAS SUBDISTRICT
SOUTH LAMPUNG REGENCY

By

Firuza Filardhi

This research aims to: knowing farmers perceptions, whether there are differences in the perception, what factors are most associated with the perception, the level of income of rice farmers Cilamaya Muncul and Ciherang. The study was conducted in the village Bumi Restu and the village Bumi Daya, Sub-District Palas, South Lampung regency. Determination of sampling using proportional random sampling method with a total sample size of 86 respondents. The study was conducted from November 2013 to January 2014. Research method used was a survey method. Inter-variable relationships were tested using analysis Partial Kendal correlation test, and perception differences examined with Mann-Whitney test. The result of research show that: (1) farmers perception the farm rice varieties Cilamaya Muncul at Bumi Restu village is more profitable, farmers perception the farm rice varieties Ciherang at Bumi Daya village is more profitable, (2) There is the difference perception between the farmers at Bumi Restu village on the farm rice varieties Cilamaya Muncul and there is the difference perception between the farmers at Bumi Daya village on the farm rice varieties Ciherang, (3) The factors that associated with the perception of farmers on Cilamaya Muncul rice varieties in Bumi Restu village and in Bumi Daya village is social interaction. Meanwhile the factors related to the perception of farmers on the Ciherang rice varieties in Bumi Restu village and Bumi Daya village is a necessity, (4) Cilamaya Muncul rice varieties and Ciherang rice varieties in Palas, Southern Lampung District as a whole is more profitable.

Keyword : Perception, farm income, cilamaya muncul rice, and ciherang rice.