SUMMARY

MEGA PRISTIAN N. 115040107113014. Income Analysis and the Factors that Affecting Farmers' Decision Making on using Hybird Corn Seeds in Ngraket Village, Balong District, Ponorogo Regency. Under Guidance of Silvana Maulidah, SP. MP.

One of crop commodities that has the capability to take part in the development of agricultural sector is corn (*Zea mays L*). According to BPS (2014), corn has the second highest production of raw food with the amount of 19.008.426 ton, while in the first position there is rice commodity with 70.846.465 ton of production result. A side of being main ingredients for processed food produced by agroindustrial companies, corn has also can be utilized as ingredients for livestock feed. One of the effort to improve the production result of corn is by using hybrid corn seeds. The advantages of hybrid corn seeds doesn't necessarily made a whole of farmers to switch using the said corn seeds. There are farmers who are still using non-hybrid corn seeds obtained from the yields from previous planting season, in order to utilize them for the next planting season.

The different ways of corn seeds utilization caused difference of quantity and quality of the yields. This is occurred due to many advantages contained by hybrid corn seeds, like shorter planting period and higher production result. The differences in the quantity and quality of this field indirectly will affect the different levels of the income by farmers users seed hybrid corn with non hybrid. Decision making farmers in the use of seeds hybrid corn aside from the income levels also affected by other factors, factors such as age, education level, width of the land area, farm business experience, and the labor. The purpose of this research are: (1) to analyze the differences of income between the farmers who are utilizing hybrid corn seeds and the farmers who are utilizing non-hybrid corn seeds; and (2) to analyze the factors that affecting the decision making of the farmers in using hybrid corn seeds.

The method of determining the location is done purposively, considering part of the corn farmers population in Ngraket Village, Balong District, are still using non-hybrid corn seeds. The determination of respondents at this research using a technique clusters of sampling categorized into two categories hybrid users and non hybrid. The number of respondent users seed hybrid 43 respondents with the sample taking simple random use of sampling and the number of respondents seed hybrid users non the 17 respondents with the sample taking uses the census. Analysis data method that used in this research are income analysis, average difference test, and logistic regression analysis. Income analysis method used to figure out the income of the farmers who are using hybrid corn seeds and the farmers who are using non-hybrid corn seeds. The average difference analysis used to figure out whether there are any significant difference or not between the average income of the farmers who are using hybrid corn seeds and the average income of the farmers who are using non-hybrid corn seeds. While the logistic regression test are used to figure out the factors that considered able to influence farmers decision making in using hybrid corn seeds.

Based on data analysis of the farm business income, it can be seen that the average income of farmers that using hybrid corn seeds are far exceeding the income of farmers who are using non-hybrid corn seeds. The gap of the income is Rp

5.269.402,19/Ha. Meanwhile, the average income of farmers who are using hybrid corn seeds are 7.582.010,03/Ha that are bigger than the average income of the farmers who are using non-hybrid corn seeds with Rp 2.312.607,84 of average income per Ha. In average difference analysis, the obtained result of t_{count} is 10,971, with the value of t_{table} is 1,684 which in other words reject H_0 and accept H_1. Which means, there are significant difference between average income of the farmers who are using hybrid corn seeds with the farmers who are using non-hybrid corn seeds. This is due to the t_{count} value (10,971) that is bigger than t_{table} value (2,021) with the significance of 0,000, ehich means reject H_0 and accept H_1. In logistic regression test, it can be seen that the real factors that influencing farmers decision making in using hybrid corn seeds, with considerably significant influence, is the labors (X5).

It is suggested for the farmers who are still using non-hybrid corn seeds to switchtheir seeds into the hybrid ones. It is proved through this study that the hybrid corn seeds could improve the production result of corns that would affect the farmers' income. For further research, who want to do research on the farmer's decision -making in the use of hybrid corn seeds, are encouraged to include other factors that have not been studied role in this analysis.