

## SUMMARY

Yesica Sharah Arista. 125040100111199. Decision Making Analysis of Farmer on Onion (*Allium ascalonicum* L.) Agribusiness (The Case Study In Hamlet Sumberbendo and Ketohan, Kucur Village, District Dau, Malang Regency). Under the guidance of Prof. Dr. Ir. Sugiyanto, MS as Senior Advisor.

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Decision making is related with series course of action from several alternative which will reach for the destination of farmers (Mahekam, 1991). Decision making is alternative action, which every alternative has advantage and disadvantages that different and then uncertainty, so that very difficult to make decision. Whereas, the development of environment keep going and farmers must respond the change with the right decision. Along with the development of environment, farmers as manager must ready for identify and respond appropriately with the new change, because without fast response and precise, farmer will not be long lasting in economic development.

Kucur village is one of village that cultivate onions on the dry land/farm belongs to farmers. The implantation of onion which do by farmer in Kucur village, Dau District, Malang on the beginning of wet season. Farmers start to plant onion in that season because considered more profitable in the amount of production. Union farm can increase standard of living farming communities because give the sizable gains in that distribution, but from the other side, farm union has the risk of high failure because so many obstacles which face when cultivate. The problems that arise such as price seed is high and expensive and then so high the intensity of pest attack which can caused the crop failures. Those things give effect decrease the motivation of farmers in cultivate onion.

Based on the background research, so the goals that want to do for research is for : (1) describe the programme developments of farm union in aspect of upstream, cultivation, and downstream. (2) to analyze the intrinsic and extrinsic factor which motivation the farmers in development the cultivation onion. (3) to analyze the factors which support and obstruct farmers in decision making for programme development farm union. (4) to analyze the relation of supporting and obstructing factors to the motivation farmers in developments onion in Kucur village, Dau District, Malang. (5) to analyze the decision of farmers to the level income in programme developments of farm union.

The research method that used researchers in this research activity: location determination method used using purposive or with some consideration; method of determining the respondent used is the census because the number of respondents under 30 people; collection methods data researchers used form of primary data and secondary data; as well as data analysis method used is descriptive qualitative analysis method.

Based on the research and discussing which has done, so can see that the activity agribusiness onion which has done by the farmers still can do it well. Start from the downstream, landfarm, and upstream. The motivation of farmers do the agribusiness onion are including income, need, and the marketing which easy to do. The taking decide for keep going on the agribusiness onion which has done by the farmers are very include the factor the experience of the landfarm and the role factor government/stakeholder/instructor. The factor which support the farmers to continuo the agribusiness of onion are the available modals, but the other side, the farmers can less the amount of onion and even not continue the

agribusiness of onion, are very influence without the role of government /stakeholder/ instructor, but the other side, still got the farmer which continuo the agrubusiness onion because can sufficient the need of daily life and sufficient the modals for the next agribusiness.

Based on the conclusion from the analysis which has done so suggest several suggestion so that the comodity of onion can increase as before. For the onion farmers must be active to do the agribusiness onion especially to provide seed. The thing that can get relation with the seller seed so that provide the seeds always available. Hope existence the role of government in subcidi seed onion so that keep to ensure production of onion especially in village Kucur and several production can be sustanaible to sufficient the need in the city. So that no need to import from abroad. For the instructor, hope can help and motivate farmer to continue the agribusiness onion. The things can teach the farmers do the protection of seed so that the programmer available seed, the farmers can not be disturbed because see the seed which go up expensive dequate.

