

## ABSTRAK

AMONG WIBOWO. Analisis Perilaku Petani Dalam Menghadapi Risiko Usahatani Tembakau di Ngluwar Magelang.

Pembimbing JUARINI dan NI MADE SUYASTIRI. Tujuan penelitian adalah (1) mengetahui risiko usahatani tembakau, (2) menganalisis perilaku petani dalam risiko usahatani tembakau, (3) menganalisis faktor-faktor yang mempengaruhi perilaku petani dalam menghadapi risiko usahatani tembakau. Metode penelitian yang digunakan adalah survei dan pengumpulan data melalui wawancara dan kuesioner. Metode pengambilan sampel yang digunakan yaitu *Proportional Random Sampling*. Analisis data dengan menggunakan Koefisien Variasi, Model Fungsi Utilitas Kuadratik dan Analisis Regresi Linier Berganda.

Hasil penelitian menunjukkan bahwa (1) Perilaku petani tembakau rajangan cenderung berani terhadap risiko (*risk taker*), (2) Luas lahan yang dikelola, bahan baku dan harga tembakau mempengaruhi perilaku petani dalam menghadapi risiko usahatani tembakau.

Kata kunci : perilaku petani, risiko, tembakau, faktor-faktor

## **ABSTRACT**

AMONG WIBOWO. The Analysis of Farmer's Behaviour in the Facing of Tobacco Risk Farming in Ngluwar Magelang.

Under the advisors JUARINI and NI MADE SUYASTIRI. The purpose of this research were (1) determine the risk of tobacco farming, (2) analyze the farmer's behaviour in tobacco risk farming, (3) analyze the factors that influence the behaviour of farmer in the facing of tobacco risk farming. The research method used survey and data collection by interviews and questionnaire. Proportional random sampling was used as sampling method. The data analysis was using coefficient of variation, quadratic utility function model and multiple linier regression analysis.

The results showed that : (1) the farmer's behaviour of chopped tobacco was a risk taker, (2) land area, raw materials and tobacco price where influenced to the farmer's behaviour in facing of tobacco risk farming.

Key words : farmer's behaviour, risk, tobacco, factors