

ABSTRACT

Dewi Ambika Kartikasari. The Analyzes of Decision Making in Choosing Forms of Farmer Tobacco Sales at Tlogorejo Village, Temanggung District, Temanggung. Guided by VINI ARUMSARI and NANIK DARA SENJAWATI. This research was aimed to analyze farmer's decision in selling tebasan and non tebasan tobacco that influenced by experience in selling tobacco, income outside tobacco farming, cash money availability and family outcome. This research also analyze the risk price of selling tebasan and non tebasan tobacco at Tlogorejo Village, Temanggung District, Temanggung. The basic method of this research was descriptive and the implementation was using survey technique. Then with purposive sampling, a village was chosen that is Tlogorejo village, because it has the widest soil, widest crop and the highest tobacco production in Temanggung District in season 2013. The subject in this research were 40 farmers that have done selling tebasan and non tebasan tobacco. The result showed factors that influenced farmer's decision in selling tobacco was experince in selling tobacco, income outside tobacco farming and cash money availability. The price risk that obtained by farmer that sell tobacco with non tebasan way is higher than tebasan way. The averige in profit obtained farmers that have done selling tebasan and non tebasan tobacco each one is by Rp 3.896.353,00 and Rp 3.042.366,00.

Keywords : Tobacco, Decision Making, Price Risk.