This research aims to analyze the factors of land area, productivity, profits, and experience of the seed cane farmers decision to adopt nursery seedlings.This research uses descriptive method and sampling disproporsional. The study has been done in Yogyakarta province. To analyze the factors that influence seeds farmers decision to adopt nursery seedlings used binominal logistic analysis (logit model).

The result of the research shows that land area, profit and experience of the seed cane farmers decision to adopt nursery seedling.

Key words : Seedlings, farmer decision, land area, productivity, profits, and experience