

This research aims to analyze the influence of factors which include the production of wet cocoa beans, the experience of making a sale, off-farm income and household expenditure cocoa farmer to farmer's decision in choosing the form of sales of cocoa beans; analyze the risk level of the price of cocoa farmers decision sell cocoa beans to the sale of the wet form and the form of fermentation. The basic method used in this research is descriptive method. Implementation methods using survey methods. The sampling method using census method. Kind of data is primary data and secondary data. Sources of data obtained from cocoa farmers in the village of Banjaroya, Kalibawang District Office, Office of the villages, libraries and other institutions related to research. Data collection techniques by way of observation, interviews, and record keeping. To analyze the factors that influence farmers' decisions in choosing the form of sales of cocoa beans used binominal logistic analysis (logit model). As for analyzing the level of price risk of the cocoa farmer's decision to use the coefficient of variation analysis. The results of research in the field that the factors - factors that influence farmers' decisions in choosing the form of sales of cocoa in the Village District Banjaroya Kalibawang Kulonprogo Regency of Yogyakarta Special Province is wet cocoa beans production factors and factors outside the farm incomes of cocoa. While the price risk faced by cocoa farmers in the Village District Banjaroya Kalibawang Kulonprogo Regency of Yogyakarta Special Province in selling cocoa beans is a form of wet cocoa beans is lower than the price risk faced by cocoa farmers to choose the form of sales of cocoa bean fermentation.

Keywords: Decision Farmers, Cocoa Beans Form Sales, Price Risk