

ABSTRACT

TRI ENDARWATI. Risk Management of Farmers to Heading The Chili Price Fluctuations in Purwobinangun Village, District of Pakem, Sleman Regency. Under the guidance by JUARINI and SITI HAMIDAH

This study aimed to analyze the level of chili price risk which headed by farmers in Purwobinangun Village, to analyze the farmers's risk management to heading the chili price fluctuations, and to analyze the effect of variable use of technology, venture capital, price of seed, price of fertilizers, price of pesticides, labor costs, the planting season, the pest attack, the price of chili, land use, and the level of education of farmers to farmers's risk management to heading the chili price fluctuations. The research method was descriptive method which implemented by survey method. The method used in sampling is simple random sampling method. Through Slovin formula, the number of respondents in this study were 64 respondents. The variables used were use of technology, venture capital, price of seed, price of fertilizers, price of pesticides, labor costs, the planting season, the pest attack, the price of chili, land use, and the level of education of farmers. The method of analysis using the coefficient of variation, descriptive, and multiple linear regression analysis. The analysis showed that chili price risk which faced by farmers in Purwobinangun Village was middle, farmers's risk management to heading the chili price fluctuations was good with an average was 72.33%, and also variable of technology, capital, prices of pesticides, and level of education of farmers have real impact on farmers's risk management

Keywords : price risk, risk management, influence factors