

**MOTIVASI PETANI CABAI MERAH KERITING DALAM MENGIKUTI
PASAR LELANG DI DESA GARONGAN, KECAMATAN PANJATAN,
KABUPATEN KULON PROGO**

**Farmers Motivation Of Curly Red Chili In Following The Auction Market In
Garongan Village, Panjatan District, Kulon Progo District**

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ABSTRACT

This research aims to know the motivation of the farmers auction market in the following according to the theory of Existence, Relatedness, Growth (ERG), knowing the relationship characteristics of farmers with motivation according to the theory of the ERG. The basic method of research used descriptive analysis with quantitative methods. The determination of the location of the research carried out at the village of Garongan that is purposive, jungle gym, Kulon Progo Regency. Respondent's research amounted to 75 members. The data are collected with interviews and questionnaire assistance. The analysis of the data used is the analysis of descriptive using interval analysis tables, score and correlation of Pearson. The results showed that: (1) The motivation of the farmers auction market in the following curly red chilli according to needs of existence (existence) and the need for relatedness (relatedness) included in the rate. For the needs of growth (growth) are included in the category are extremely high. So, the motivation of members to follow curly red chili auction marketplace caused by the need for growth (growth). (2) Characteristics of the farmers have a relationship against the existence of needs motivation (existence) that is characteristic of the age, experience farming family dependants, and acceptance of the results of the production of curly red chili. the needs of the Association (relatedness) relate to the characteristics of the age and needs of growth (the growth) is associated with the karakteristik age, family dependents and receiving results of curly red chilli production in following market auction.

Keywords: Auction Market, farmers, Motivation