

**FAKTOR – FAKTOR YANG MEMPENGARUHI PENGAMBILAN
KEPUTUSAN PETANI DALAM PENERAPAN PERTANIAN SAYURAN
ORGANIK DI DESA WUKIRSARI KECAMATAN CANGKRINGAN
KABUPATEN SLEMAN**

*The Factors that Influence Farmer's Decision Making on Applying Organic
Vegetables Farming in Wukirsari Village Cangkringan Subdistrict
Sleman Regency*

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Abstract

Farmers are the important part on the adoption process because they have decided to accept or reject the innovation. The benefit of organic farming technology has not attracted many non-organic farmers to adopt the organic farming technology. The aim of this research are to find information about characteristics from farmers who make decisions and factors that influence farmer's decision making on applying organic farming in Wukirsari Village, Cangkringan Subdistrict, Sleman Regency. This research use descriptive analysis. The respondents on this research are 50 farmers that divided to 25 organic vegetables farmers and 25 non-organic vegetables farmers. The data analysis technic used in this research is binary logistic regression. Variables that used in this research are age, education, income, land area, social environment, economic environment, and innovation characteristics. The results of this reaserch show that younger farners have a wider area, and the farmers who have higher income will choose an organic vegetables farming automatically. The factors that significantly influenced the farmer's decision making to apply organic farming are income, land area, social environment, and economic environment while age, education, and innovation characteristic are not significantly influence farmer's decision process on applying organic vegetables farming.

Keywords: *innovation addoption, organic, vegetables, farmer's decision making*