# INTISARI

Penelitian ini bertujuan untuk mengetahui struktur jejaring bisnis petani cabai rawit dalam aliran informasi teknis budidaya, akses sarana produksi pertanian, akses tenaga kerja, dan harga output cabai rawit serta mengetahui korelasi antara posisi petani dalam jejaring sosial dengan kinerja usaha tani cabai rawit di Kecamatan Getasan, Kabupaten Semarang. Lokasi penelitian ditentukan dengan metode *purposive sampling*. Pengambilan sampel petani dilakukan dengan menggunakan metode *purposive sampling* dengan melibatkan 35 petani. Pengambilan sampel penyuluh dilakukan menggunakan metode sensus dengan melibatkan 5 orang. Pengambilan sampel pedagang dan *supplier* sarana produksi pertanian dilakukan dengan metode *snowball sampling* dengan melibatkan 25 orang. Struktur jaringan bisnis diketahui dengan menggunakan analisis jaringan sosial yang diukur menggunakan sentralitas (*indegree, outdegree, closeness*, dan *betweenness*). Korelasi antara posisi petani dengan produktivitas dan pendapatan usaha tani cabai rawit dianalisis dengan Korelasi Rank Spearman. Hasil analisis jaringan sosial menunjukkan bahwa aktor sentral dalam aliran informasi budidaya cabai rawit adalah penyuluh, dalam aliran informasi akses sarana produksi adalah supplier saprodi, dalam aliran informasi akses tenaga kerja adalah anggota kelompok tani, dan dalam aliran informasi harga output adalah pedagang. Hasil analisis korelasi menunjukkan bahwa nilai *indegree centrality, outdegree centrality, closeness centrality*, dan *betweenness centrality* dalam aliran informasi teknis budidaya, akses sarana produksi, akses tenaga kerja, dan informasi harga output berhubungan positif dengan produktivitas dan pendapatan usaha tani cabai rawit.

**Kata Kunci:** jaringan sosial, aktor sentral, usaha tani cabai rawit, produktivitas, pendapatan.

## *ABSTRACT*

*This research aims to determine the structure of cayenne-pepper farmers' business network in the flow of cultivation technical information, access to agricultural production facilities, access to labor, and cayenne-pepper output-price information. Additionally, it aims to determine the correlation between farmers' positions in social networks and the performance of cayenne-pepper businesses in Getasan Sub-district, Semarang Regency. The research location was determined using the purposive sampling method. Farmer sampling was conducted using a purposive sampling method involving 35 farmers. Sampling of extension workers was done using the census method involving 5 people. Sampling of traders and suppliers of agricultural inputs was conducted using the snowball sampling method involving 25 people. Business network structure is known using social network analysis measured using centrality metrics such as indegree, outdegree, closeness, and betweenness. The correlation between the position of farmers with productivity and income of cayenne-pepper farming is analyzed by Rank Spearman correlation analysis. The results of the social network analysis revealed that the central actors in the flow of information on cayenne pepper cultivation information were extension workers. The input supplier actors played a central role in the flow of production facility access information, while farmer group members were central in the flow of labor access information. Traders were central in the flow of output price information. The results of correlation-analysis indicated that the values of indegree centrality, outdegree centrality, closeness centrality, and betweenness centrality in the flow of cultivation technical information, access to production facilities, access to labor, and output price information are positively correlated with the productivity and income of cayenne-pepper farming businesses.*

*Keywords: social networks, central actors, cayenne-pepper farming, productivity, income*