

INTISARI

Hama dan penyakit pada tanaman cabai menjadi suatu permasalahan penting yang perlu segera diatasi karena berpotensi menimbulkan kerugian besar bagi petani. Dalam menghadapi masalah tersebut, diperlukan sebuah pengambilan keputusan guna memilih solusi yang tepat dari banyaknya pilihan solusi yang ada. Penelitian ini dilakukan di Kapanewon Seyegan Kabupaten Sleman sebagai wilayah potensial pengembangan cabai dengan tujuan untuk mengkaji preferensi petani cabai dalam memilih sumber informasi pengendalian hama dan penyakit pada tanaman cabai serta faktor-faktor sosial yang mempengaruhinya. Penelitian ini menggunakan metode campuran dengan pendekatan utama kuantitatif dan pendekatan pendukung kualitatif. Responden sebanyak 60 petani cabai di Kapanewon Seyegan Kabupaten Sleman dipilih secara sengaja menggunakan teknik *multistage random sampling*. Adapun pemilihan informan kunci dipilih secara *purposive* kepada ketua kelompok tani, penyuluh pertanian lapangan, dan *sales* perusahaan pertanian. Analisis data dilakukan dengan uji *Chi square*, uji regresi linear berganda, dan pengujian data kualitatif. Hasil penelitian menunjukkan bahwa terdapat perbedaan preferensi petani dalam memilih sumber informasi pengendalian hama dan penyakit tanaman cabai. Adapun faktor yang mempengaruhi pengambilan keputusan petani yaitu peran penyuluh pertanian, peran rekan petani, pengalaman, kedekatan dengan jaringan rekan petani, serta keahlian dan relevansi informasi.

Kata kunci: pengambilan keputusan, sumber informasi, petani cabai, hama, penyakit

ABSTRACT

Pests and diseases affecting chili crops are a critical issue that must be addressed immediately, as they have the potential to cause significant losses for farmers. In addressing this issue, decision-making is required to select the appropriate solution from the many available options. This study was conducted in Seyegan Sub-district Sleman Regency a region with high potential for chili cultivation, with the objective of examining chili farmers' preferences in selecting information sources regarding pest and disease control in chili crops, as well as the social factors influencing these preferences. This study employed a mixed-methods approach, with a quantitative main approach and a qualitative supporting approach. A total of 60 chili farmers in Seyegan Sub-district Sleman Regency were purposively selected using a multistage random sampling technique. Key informants were selected through purposive sampling, including the heads of farmers groups, field agricultural extension officers, and sales representatives from agricultural companies. Data analysis was performed using the chi-square test, multiple linear regression, and qualitative data analysis. The results of the study indicate that there are differences in farmers' preferences regarding the selection of information sources for controlling pests and diseases in chili crops. The factors influencing farmers' decision-making include the role of agricultural extension workers, the role of fellow farmers, experience, proximity to a network of fellow farmers, as well as the expertise and relevance of the information.

Keywords: *decision-making, information sources, chili farmers, pests, disease*