

INTISARI

Penelitian ini bertujuan untuk mengetahui struktur jaringan sosial petani cabai rawit dilihat dari aliran informasi teknis budidaya, akses sarana produksi, akses tenaga kerja, dan informasi harga output serta mengetahui korelasi antara posisi petani dalam jaringan sosial dengan kinerja usahatani cabai rawit di Dusun Dadapan, Kecamatan Dukun, Kabupaten Magelang. Metode penelitian untuk analisis struktur jaringan sosial petani menggunakan *Social Network Analysis* (SNA) yang diukur dari *centrality* (*indegree*, *outdegree*, *closeness*, *betweenness*). Analisis hubungan antara posisi sentralitas petani dengan kinerja usahatani cabai rawit menggunakan uji korelasi *Rank Spearman*. Hasil analisis jaringan sosial menunjukkan aktor sentral dalam jaringan informasi budidaya cabai rawit yaitu penyuluh; pada jaringan aliran informasi akses sarana produksi yaitu Pemilik Toko Sarana Produksi Pertanian; pada jaringan aliran informasi akses tenaga kerja yaitu Pengurus Kelompok Tani; pada jaringan aliran informasi harga output yaitu Pedagang Sayur. Hasil analisis uji korelasi menunjukkan nilai *indegree centrality*, *outdegree centrality*, dan *betweenness centrality* berhubungan kuat positif dengan produktivitas cabai rawit sedangkan *closeness centrality* berhubungan kuat negatif dengan produktivitas cabai rawit. Nilai *indegree centrality*, *outdegree centrality*, dan *betweenness centrality* berhubungan kuat positif dengan pendapatan usahatani cabai rawit sedangkan *closeness centrality* berhubungan kuat negatif dengan pendapatan usahatani cabai rawit.

Kata Kunci: Jaringan sosial, Informasi, Kinerja usahatani, Cabai rawit, aktor sentral.

ABSTRACT

This study aims to determine the structure of the social network of cayenne farmers which consist of the information network of technical cultivation, access to production factors, access to labor sources, and information on output prices also correlation between the position of farmers in social networks and the performance of cayenne farming in Dadapan Village, Dukun Sub-district, Magelang Regency. The research method for analyzing the structure of farmer's social network using Social Network Analysis (SNA) that measured by centrality (indegree, outdegree, closeness, betweenness). Analysis of the relationship between the centrality of farmers and the performance of cayenne farming using the Spearman Rank correlation test. The results of the social network analysis show the central actors in the cayenne cultivation information network is an extension agents; in the network of information access for production factors is the owner of production factor stores; in the network of labor sources access information network is a farmer group manager; on the network of output price information is a vegetable traders. The results of the correlation test analysis shows that the value of indegree centrality, outdegree centrality, and betweenness centrality was positively correlated to the productivity of cayenne farming while closeness centrality was negatively correlated to the productivity of cayenne farming. The value of indegree centrality, outdegree centrality, and betweenness centrality was positively correlated to the income of cayenne farming while closeness centrality was negatively correlated to the income of chili farming.

Keywords: Social network, Information, Farming performance, Cayenne, Central actor.