



## Intisari

Pasar Lelang Cabai merupakan lembaga pemasaran cabai yang difokuskan untuk petani cabai yang ada di Kabupaten Sleman. Jumlah petani yang menggunakan jasa pasar lelang terus meningkat dari tahun ke tahun karena adanya faktor pendorong keputusan petani dalam menjual hasil panennya ke pasar lelang. Penelitian ini bertujuan untuk mengetahui kondisi lingkungan ekonomi dan sosial petani cabai serta hubungan lingkungan ekonomi dan sosial petani dengan keputusan penjualan cabai ke pasar lelang di Kabupaten Sleman. Metode dasar penelitian ini adalah analisis deskriptif. Penentuan sampel lokasi dilakukan dengan metode *purposive sampling* dan penentuan sampel responden dilakukan dengan metode *incidental sampling*. Kecamatan Pakem dipilih karena merupakan pusat pasar lelang cabai di Kabupaten Sleman, sementara Kecamatan Seyegan dan Kecamatan Ngemplak dipilih karena kedua kecamatan tersebut merupakan kecamatan yang menjadi lokasi titik kumpul cabai sebelum dilelangkan. Hasil penelitian ini menunjukkan bahwa lingkungan ekonomi yang diukur dengan indikator produk, harga dan akses dikategorikan tinggi, begitu pula lingkungan sosial yang diukur dengan indikator interaksi sosial dan penyuluhan dikategorikan tinggi. Indikator produk, harga dan akses disimpulkan memiliki hubungan positif sedang dengan keputusan petani dalam menjual cabai ke pasar lelang, sementara indikator interaksi sosial dan penyuluhan memiliki hubungan positif lemah dengan keputusan petani dalam menjual cabai ke pasar lelang.

Kata kunci: cabai merah, lingkungan ekonomi, lingkungan sosial, pasar lelang cabai, keputusan penjualan



### *Abstract*

Chili Auction Market is a chili marketing institution that is focused on chili farmers in Sleman Regency. The number of farmers who use the auction market services continue to increase from time to time due to the driving factor of the farmer's decision in selling to the auction market. This research aims to determine the conditions of economic and social environment of chili farmers as well as the relations of economic and social conditions with farmers' decision in selling chili pepper to the auction market in Sleman Regency. The basic method of this research is descriptive analysis. Location sampling was done by purposive sampling method and the respondent sampling was done by incidental sampling method. Pakem Sub-district was chosen because it was the center of chili auction market in Sleman Regency, meanwhile Seyegan Sub-district and Ngemplak Sub-district were chosen because the two sub-districts were the locations that became the location of chili gathering points before the auction takes place. The results of this study show that the economic conditions which was measured by product, price and access are highly categorized, as well as social conditions that was measured by social interaction and extension are also highly categorized. On the other hand, product, price and access were concluded to have a positive and moderate relationship with farmers' decision in selling chili pepper to the auction market, while social interaction and extension have a weak relationship with farmers' decision in selling chili pepper to the auction market.

Keywords: red chili, economic environment, social environment, chili auction market, selling decision