

ABSTRACT

ALDILA ARIEF SUGARA. "A Correlation between Farmer Success Factors and the Welfare of Cinnamon Farmers in Taba Mulan Village, Merigi Sub-District, Kepahiang Regency." Supervised by Mr. Herri Fariadi, S.P, M.Si and Mrs. Rika Dwi Yulihartika, S.P, M. Sc.

This study aims to determine the success factors, level of welfare, and to identify the relationship between success and welfare of Cinnamon farmers in Taba Mulan Village, Merigi Sub-District, Kepahiang Regency. The research was conducted in Merigi Sub-District, Kepahiang Regency considering that Cinnamon plants in Merigi Sub-District are the largest producer of cinnamon bark in Kepahiang Regency. The research location was intentionally selected (purposive). The sampling method was also purposive. Sample size determination was done using the formula from Taro Yamane known as the Slovin method. The data obtained from respondents were analyzed using non-parametric statistics through the Spearman Rank correlation test (rs). The results obtained from the research show that the success factors and welfare level of cinnamon farmers in Taba Mulan Village, Merigi Sub-District, Kepahiang Regency are high. The research reveals a significant correlation between (1) intelligence towards education, standard and consumption patterns, as well as housing and environment, (2) attitude towards health and nutrition, talent towards education, (3) interest in health and nutrition, education, standard and consumption patterns, housing and environment, as well as transportation facilities, (4) motivation towards housing and environment in the research area in Merigi Sub-District, Kepahiang Regency.

Keywords: Success Factors, Welfare Level.

