

## ABSTRACT

**MUHAMMAD AKBAR**, *An Analysis of Farmers' Behavior in Facing the Decrease of Black Pepper Prices in Kepahiang Regency (A Special Study in Muara Langkap Village, Bermani Ilir Sub-district, Kepahiang Regency). Supervised by Herri Fariadi, S.P.,S.Pd.,M.Si and Eko Sumartono, S.P.,M.Sc.*

According to the researcher's survey in Muara Langkap Village, Bermani Ilir Sub-district, Kepahiang Regency, the current price of black pepper in 2023 is around Rp. 45,000, which is lower than the previous year (2022) where it was around Rp. 49,000. It is suspected that the current low price of black pepper is causing losses to the farmers. Therefore, some black pepper farmers who have other sources of income such as civil servants, coffee farmers, farmers with rice fields, and others choose to delay selling their pepper until the price goes back up. On the other hand, there are also farmers who continue to sell all the pepper they have because it is their main source of income. This qualitative research involved in-depth data processing methods with data from observations, interviews, and literature regarding the Analysis of Farmers' Behavior in Facing the Decrease of Black Pepper Prices in Kepahiang Regency (A Special Study in Muara Langkap Village, Bermani Ilir Sub-district). Based on the research results, the average knowledge assessment of farmers is 2.62, indicating that farmers agree that the current black pepper prices have decreased. The behavior of farmers towards the decrease in black pepper prices is at an average of 26.45 with a high category, meaning farmers prefer to sell black pepper directly. The research results show that the factors influencing farmers' behavior towards the decrease of black pepper prices are knowledge (X1), attitude (X2), and training (X5), while action (X3), facilities (X4), and regulations/policies (X6) do not affect farmers' behavior towards the decrease in black pepper prices in Muara Langkap Village, Bermani Ilir Sub-district, Kepahiang Regency. However, they have a significant combined influence, as the significant value is 0.000, which is less than 0.05.

**Keywords:** *Farmers' Behavior, Price, Black Pepper, Muara Langkap Village, Bermani Ilir Sub-district, Kepahiang Regency*

