

ABSTRACT

Title : *Farmer Behavior and Efficiency in the Use of Yellow Likat on Red Chili Plants (Capsicum Annum L.) in Tanjung Alam Village of Ujan Mas Subdistrict of Kepahiang Regency*
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This study aims to determine the behavior of farmers in the use of yellow likat to control pests on chili pepper plants (Capsicum annum L.) in Tanjung Alam Village, Ujan Mas Subdistrict, Kepahiang Regency and analyze the efficiency of using yellow likat to control pests on chili pepper plants (Capsicum annum L.) in Tanjung Alam Village, Ujan Mas Subdistrict, Kepahiang Regency. The method used was the census technique with a total of 25 respondents who were members of the Farmer Group and had received the SL-PHT and SL-GAP programs. Data were obtained by distributing questionnaires and interviews, then analyzed descriptively through Microsoft Excel software. The variables studied included respondent characteristics (age, formal education level, land area, and length of farming) and farmer behavior (knowledge, attitudes, and skills). The results showed that the behavior of farmers in the use of yellow likat to control pests in chili in Tanjung Alam Village, Ujan Mas Subdistrict, Kepahiang Regency was classified in the category of knowing with a percentage of 72%, agreeing with a percentage of 76% and skilled 48% which indicated that respondents already understood about yellow likat in general, it was just not maximally implemented in their farming activities. Then the average total revenue of chili farmers in the study area amounted to Rp. 169,235,000, - and the average total cost of Rp. 58,522,500, -. So that the R / C ratio value is 2.89. This shows that the average Red Chili farming in Tanjung Alam Village is quite profitable, because the average RC ratio value is more than 1. So that every Rp. 1.00 spent will generate revenue of Rp. 2.89.

Keywords: *Chili, Yellow Likat, Farmer Behavior and Efficiency*

