ABSTRACT


This study aimed to (1) find out the amount of net returns from rice farming and horticultural farming, (2) examine the difference of net returns between rice farming and horticultural farming, and (3) ascertain factors that influence farmers' decisions to shift from rice farming to horticultural farming in Abenggi Village, Landono Sub-district, Konawe Selatan District. The number of respondents used in this study were 53 people. The respondents were former rice farmers who had left rice farming and now cultivated horticultural farming. Data were analyzed using cost and returns analysis and pair-wise comparison of Analytical Hierarchy Process (AHP) method. The results showed that the average income of rice farming per farm was IDR29,667,325 per year and the average income per hectare was IDR21,181,531 per year. For horticultural farming, the average income is IDR182,876,198 per farm per year, or IDR469,612,849/ha/year. T test results show that there are significant differences between the income of lowland rice farming and horticultural farming. This shows that the shifting from paddy fields to horticultural farming has a significant influence on farmer income in the village of Abenggi, Landono Subdistrict, Konawe Selatan District. Factors that influence farmers' decision to shift from rice farming to horticultural farming consist of push factors and pull factors. If sorted in order of importance or level of influence, the major push factors are the risk of failure, limited water availability, price and market uncertainty, lower returns, labor scarcity and lack of collective action. Likewise, the pull factors are high net returns, less risk of failure, high demand, short planting season, mastery of farming techniques, and agroclimate suitability.

Keywords: Farmer Income, Horticultural Farming, Land Conversion, Rice Farming.