



Farmer Behavior in Cocoa Farming Activities in Gitak Demung Village, Gangga District, North Lombok Regency

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Abstract: The aims of this study is to investigate farmers' behavior in cocoa farming activities in dryland farming in Gitak Demung Subvillage, Village of Gangga, Sub-district of North Lombok District. The research was conducted using surveys and in-depth interviews (FGD) to collect data on the cultivation practices carried out by cocoa farmers and the factors that influence their behavior (How Many Samples were taken). The survey results showed that farmers in Gitak Demung Village have a very good level of behavior, with the majority of farmers implementing good cultivation practices and in accordance with recommendations. In-depth interviews revealed that farmers' knowledge and awareness of good cultivation practices are the main factors influencing their behavior. In addition, adequate access to resources and technology also plays an important role in shaping good farmer behavior. The findings suggest that the extension and education efforts that have been undertaken by the government, agricultural institutions, and related organizations have had a positive impact in improving farmers' behavior. In conclusion, this study concludes that farmers in cocoa farming activities in Gitak Demung sub-village a very good level of behavior, and improvements in farmers' knowledge and access to agricultural resources and technology need to be considered to maintain and improve this good behavior to achieve sustainable agricultural production of cacao.

Keywords: Behavior; Farmer's; Farming; Cocoa

Introduction

Cocoa is one of the main agricultural commodities in Indonesia, playing a very important role in supporting the national economy. The agricultural sector, which includes cocoa cultivation, is one sector that has a significant contribution to Indonesia's economic growth. Apart from that, the development of micro and small businesses in the agricultural sector, including cocoa plantations, is also an important component in efforts to improve the welfare of rural communities. Sustainable growth in the agricultural sector, including cocoa commodities, will have a broad positive impact on the stability and prosperity of the Indonesian economy, especially for rural households who are largely dependent on agricultural activities (Duffin et al., 2023). North Lombok Regency, specifically Gitak Demung Village, Gangga District, is known as an area with significant cocoa farming potential. This area has superior productivity of processed cocoa products,

with sales prices increasing significantly in recent years. In 2018, the price of cocoa in this area was recorded at IDR 25,000 per kilogram. However, the price continues to increase until it reaches IDR 125,000 per kilogram in 2024. This indicates that the cocoa commodity in this area has experienced a very significant increase in productivity, even more significant compared to other plantation commodities. This condition is interesting to study in more depth, considering the very encouraging increase in cocoa productivity in Gitak Demung Village, North Lombok Regency. An in-depth study of the factors that encourage increased cocoa productivity in this area can be a reference for efforts to increase cocoa commodity productivity in Indonesia as a whole. Therefore, further studies need to be carried out to identify and analyze effective strategies that can be applied in other regions to increase the productivity and competitiveness of national cocoa commodities.

Previous research has discussed the various challenges faced by cocoa farmers, but understanding of

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their behavior in Gitak Demung Village is still limited. Irawan et al., (2022) focuses on community-related issues, such as the identification of village heads and the welfare of coffee farmers in rural areas. Erlinda et al., (2024) highlighting the need for capacity development and knowledge improvement among cocoa farmers to increase productivity. Various studies have explored the factors that influence farmer behavior. Winarti et al., (2022) found that land size, tree age, and fertilizer significantly influenced coconut production, while labor did not. Halimatussakdiah et al., (2022) identified the amount of production, production costs, land area, selling price, and labor as significant factors that influence coffee farmers' income. Manihuruk et al., (2018) highlighting the influence of land size, distance to the factory, and income on cassava planting patterns, with mixed cropping patterns being more efficient. Ridha Mutia, (2020) focuses on individual and household factors, and finds that age, education, household size, and gender of the household head significantly influence poverty levels among plantation farmers. Therefore, this research aims to fill this knowledge gap by exploring farmer behavior in cocoa farming activities in Gitak Demung Village.

In this research, researchers respond to the importance of a deep understanding of the factors that influence farmer behavior in cocoa farming. This is a central issue, considering that farmer behavior is one of the main determinants in efforts to increase productivity and income from cocoa farming. Apart from that, this research also seeks to examine the potential for increasing farmer productivity and income in cocoa farming. Aspects of productivity and farmer income are an important focus, because improvements in these two areas can have a significant impact on the welfare of cocoa farming communities. In a broader context, this research also pays attention to the opinions and thoughts of figures related to agriculture and cocoa farming activities.

The views and perspectives of experts and stakeholders in this field are very important to consider, in order to gain a comprehensive understanding and formulate effective strategies to encourage increased productivity and income of cocoa farmers. By combining an understanding of the factors that influence farmer behavior, the potential for increasing productivity and income, as well as input from related figures, it is hoped that this research can provide useful recommendations for efforts to develop sustainable and highly competitive cocoa farming (Daulay et al., 2019). Thus, this research aims to make a significant contribution to the understanding of farmer behavior in cocoa farming activities in Gitak Demung Village, as well as broadening insight regarding the factors that influence

and the potential for improving cocoa farming at the local level.

Method

Research on farmer behavior in cocoa farming activities in Gitak Demung Village, Gangga District, North Lombok Regency, research methods used include surveys, interviews, direct observation and secondary data analysis. The survey was conducted using a structured questionnaire distributed to respondents representing cocoa farmers in the area.

Data obtained from the survey will be analyzed quantitatively to get a general picture of farmer behavior. In addition, in-depth interviews were also conducted with cocoa farmers to gain a deeper understanding of practices, strategies and factors that influence farmer behavior. Interviews were conducted using interview guidelines that had been prepared previously. Direct observation was also carried out, where researchers directly observed farmers' behavior in cocoa farming activities, including cultivation practices, use of technology, and interactions with the environment. These observations can provide more detailed insight into farmer behavior. Apart from that, secondary data analysis was also carried out by utilizing government reports, previous studies, and related literature to support this research. This secondary data can provide a broader context about cocoa farming in Gitak Demung Village and provide an understanding of the issues that have been identified in previous research. By applying these methods, this research is expected to provide a comprehensive understanding of farmer behavior in cocoa farming activities in Gitak Demung Village.

Results and Discussion

The results of the research show that farmers in cocoa farming activities in Gitak Demung Village, Gangga District, North Lombok Regency have a very good level of behavior. Surveys conducted show that the majority of farmers consistently implement good cultivation practices and comply with recommendations. These practices include selecting superior seeds, proper fertilization, pest and disease control, and environmental sustainability management. In-depth interviews with farmers also support these findings. The main factor influencing farmer behavior is their knowledge and awareness of good cultivation practices. Farmers who have good knowledge of cultivation techniques and effective management tend to show better behavior (Hayati, 2023). Additionally, access to resources and technology also plays an important role. Farmers who have good access to

superior seeds, fertilizer, agricultural medicines and agricultural technology tend to have better behavior in cocoa farming activities. These findings show that outreach and education efforts for farmers have provided positive results. Programs carried out by the government, agricultural institutions and related organizations have provided knowledge and skills to farmers to improve their behavior in cocoa farming activities. Apart from that, the importance of increasing farmers' knowledge and access to resources and technology is also an important note in efforts to maintain good behavior. In conclusion, it can be concluded that farmers in cocoa farming activities in Gitak Demung Village, Gangga District, North Lombok Regency have a very good level of behavior. Farmers' knowledge and access to resources and technology play an important role in shaping good farmer behavior. In order to support and maintain this good behavior, ongoing efforts are needed to improve education and outreach to farmers and ensure adequate access to agricultural resources and technology (Mandala et al., 2023). This increase in knowledge and access will help farmers implement good cultivation practices and increase productivity and sustainability of cocoa farming in Gitak Demung Village.



Figure 1. Cocoa Trees in Gitak Demung Village

Table 1. Research result

Indicator	Score Mode	Distribution (people)	Category
Knowledge	3	5	Good
Attitude	3	5	Good
Skills	3	4	Good
Behavior	3	5	Good

Overall, the data obtained shows that the Knowledge, Attitude, Skills and Behavior indicators are in the Good category. This can be interpreted as meaning that cocoa commodity farmers in Gitak Demung Village have a good level of knowledge, attitudes, skills and behavior.

Conclusion

The conclusions of this research provide valuable insight into the knowledge, attitudes, skills and behavior of cocoa farmers in Gitak Demung Village. Findings show that farmers have good levels of knowledge, attitudes, skills and behavior, which are important for improving cocoa production practices. Future research can leverage these findings to explore factors influencing farmer performance and identify strategies to improve their practices

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