

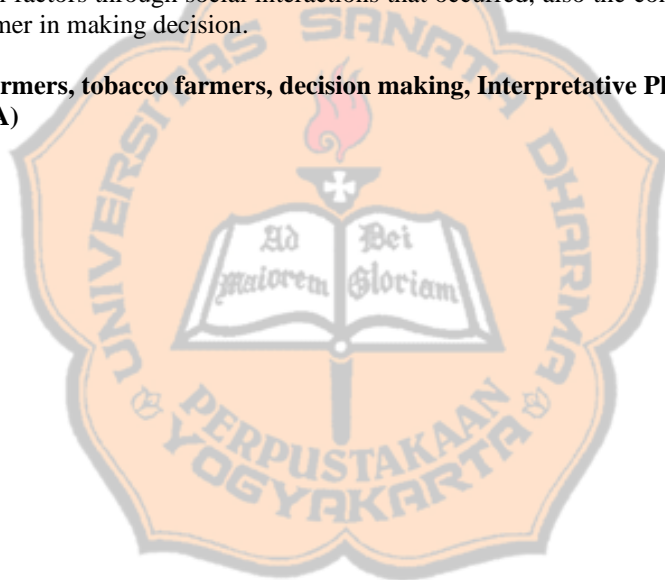
THE DECISION MAKING IN TOBACCO CULTIVATION: A Phenomenological Study on Farming Community of Temanggung

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ABSTRACT

This qualitative research aims to explore the dynamics of farmers' decision making in choosing tobacco as a cultivated crop. Data analysis is done using the Interpretative Phenomenological Analysis (IPA) method, using several stages of analysis that include; (1) Reading and re-reading, (2) Initial noting, (3) Developing emergent themes, (4) Searching for connection across emergent themes, (5) Moving to the next case, (6) Looking for patterns across cases. Data collection was conducted by semi-structured interview techniques with three tobacco farmers in Bansari Subdistrict, Temanggung Regency. The selection of informants was carried out using snowball techniques. The study found that farmers' decisions to grow tobacco were shaped by their social environmental factors through social interactions that occurred, also the consciousness state of the tobacco's farmer in making decision.

keywords: farmers, tobacco farmers, decision making, Interpretative Phenomenological Analysis (IPA)



PENGAMBILAN KEPUTUSAN DALAM BUDIDAYA TEMBAKAU :**Studi Fenomenologi pada Komunitas Petani di Temanggung***Luluk Dewi Handayani***ABSTRAK**

Penelitian kualitatif ini bertujuan untuk mengeksplorasi dinamika pengambilan keputusan petani dalam memilih tembakau sebagai tanaman budidaya. Analisis data dilakukan menggunakan metode *Interpretative Phenomenological Analysis* (IPA), dengan menggunakan beberapa tahap analisis yang meliputi; (1) *Reading and re-reading*, (2) *Intial noting*, (3) *Developing emergent themes*, (4) *Searching for connection across emergent themes*, (5) *Moving to the next case*, (6) *Looking for patterns across cases*. Pengambilan data dilakukan dengan teknik wawancara semi terstruktur pada tiga petani tembakau di Kecamatan Bansari, Kabupaten Temanggung. Pemilihan informan dilakukan menggunakan teknik *snowball*. Studi ini menemukan bahwa keputusan petani untuk menanam tembakau dibentuk oleh faktor lingkungan sosial mereka melalui interaksi sosial yang terjadi, serta proses kesadaran petani tembakau yang berperan dalam mengambil keputusan.

Kata kunci: petani, petani tembakau, pengambilan keputusan, *Interpretative Phenomenological Analysis* (IPA)

