

**RELATED SOCIAL ECONOMIC FACTORS WITH THE LEVEL OF APPLICATION
OF CULTIVATION TECHNIQUES
RED CHILLIES IN KUMPEH DISTRICT
MUARO JAMBI REGENCY**

ABSTRACT

Many red chili commodities are cultivated by farmers both traditionally and intensively, both in the agro-ecosystem of irrigated lowland rice fields and non-irrigated upland dry lands. Based on data from the Agricultural Extension Agency (BPP) of Kumpeh Sub-district in 2019, data was obtained which stated that there were 17 villages in Kumpeh Sub-district that worked on red chili farming. The purpose of this study was to determine the socio-economic factors associated with the level of application of red chili cultivation techniques in Kumpeh District, Muaro Jambi Regency. Quantitative research method with che square analysis. The results showed that the socio-economic results of farmers from indicators of land area, education, farm income, and red chili farming prices in Kumpeh District, Muaro Jambi Regency had a percentage of each indicator, namely: land area had a distribution of 58.73%, education was 20, 63%, farm income and chili prices are 66.67%. The level of application of red chili cultivation techniques in Kumpeh District is high with a percentage of 61.47% of farmers implementing red chili cultivation techniques that are in accordance with the recommendations and quite good in their application. There is a significant relationship between farmers' socio-economic factors (land area, education, farm income and chili prices) with the level of application of red chili cultivation techniques in the research area in Kumpeh District, Muaro Jambi Regency.

Keywords: *social, economic, red chili cultivation*