

## ABSTRAK

Respon petani merupakan sikap petani ketika telah mengetahui dan memahami penilaian konsumen terhadap pembelian, dan kepuasan dalam mengkonsumsi pisang. Penelitian ini bertujuan untuk: (1) mengetahui perilaku konsumen dalam membeli pisang, (2) mengetahui respon petani terhadap perilaku konsumen, dan (3) mengetahui strategi petani dalam meningkatkan permintaan pisang. Penelitian menggunakan metode deskriptif, kuantitatif, dan survei dengan pemilihan daerah dilakukan secara sengaja (*purposive method*), terpilih Kecamatan Senduro, Pasrujambe, dan Tempursari Kabupaten Lumajang. Dengan pertimbangan bahwa di tiga kecamatan tersebut merupakan penghasil pisang tertinggi, sedang, dan rendah. Pengambilan sampel dilakukan secara *proportionate stratified random sampling* sebanyak 53 responden petani, *convenience sampling* sebanyak 30 konsumen dan empat responden *expret* yang terdiri satu konsumen, dua petani dan instansi, yaitu Dinas Pertanian Kabupaten Lumajang. Metode analisis data menggunakan analisis model Fishbein, analisis deskriptif pendekatan skala *likert* dan analisis *Force Field Analysis* (FFA). Hasil penelitian menyimpulkan bahwa: (1) hasil analisis Fishbein perilaku konsumen dalam membeli pisang menunjukkan skor (4) kemungkinan iya akan membeli pisang kembali (2) hasil analisis deskriptif pendekatan skala likert tergolong sangat kuat dengan nilai skor 67,08 dari skor maksimal 75. (3) strategi petani dalam meningkatkan permintaan pisang yakni a) mengatur waktu tanam pada bulan yang berbeda. (b) menanam berbagai jenis pisang sebagai upaya untuk memenuhi berbagai macam selera konsumen. (c) mengikuti penyuluhan dari PPL. (d) memanfaatkan agropolitan sebagai sarana pemasaran.

Kata kunci: pisang, perilaku konsumen, respon petani dan strategi permintaan.

## **ABSTRACT**

*The farmer's response is farmer attitude when they know and understand consumer's assessment of the purchase and satisfaction in consuming bananas. This study aimed to: (1) determine consumer behavior in buying bananas, (2) determine the response of farmers on consumer behavior, and (3) determine farmers' strategies in increasing banana demand. This research used descriptive, quantitative, and survey methods with the selection of the regions by purposive method, which the districts of Senduro, Pasrujambe, and Tempursari, Lumajang Regency were selected. the consideration was that they were the highest, medium, and the lowest banana producers. Sampling was done by proportionate stratified random sampling as many as 53 farmer respondents, convenience sampling was 30 consumers and there were four express respondents consisting of one consumer, two farmers and Lumajang Agriculture Departemen. Methods of data were analyzed using Fishbein model analysis, descriptive analysis of Likert scale approach and analysis of Force Field Analysis (FFA). The results of the study concluded that: (1) the results of the Fishbein analysis of consumer behavior in buying bananas showed a score (4) the possibility of yes to buying bananas again (2) the descriptive analysis results of the Likert scale approach were classified as very strong with a score of 67.08 from a maximum score of 75. (3) the farmers' strategy in increasing the demand for bananas, namely a) regulating planting times in different months. (b) planting various types of bananas in an effort to meet various consumer tastes. (c) follow counseling from PPL. (d) utilize agropolitan as a marketing medium.*

*Key words : banana, consumer behavior, Demand Strategy, and farmer response.*