SUMMARY

AMELIA NUR SAFITRI. Consumer Attitude Analysis of Hybrid Corn Seed D in Probolinggo. Dibimbing oleh ARIEF DARYANTO dan BUNASOR SANIM.

Corn is a strategic commodity and has a multipurpose function, which serve as addition to food, it is also used as cattle feed. Needs of corn use as cattle feed estimated to be more than 55%, about 30% is used for food, and the rest is used for other industrial needs (Navastara Rahayu 2014). Productivity of corn in Indonesia is still low (3.34 tons / acre), although the growth tends to increase 3.34% / year. One of the effort in improving the productivity of corn is by the utilization of hybrid seeds. The utilization of hybrid corn seeds is one of the factors that can might be able to increase the production of crops (Zubachtirodin 2007). Hybrid corn has several benefits such as more resistance against pest and herbicide, reduce production costs, reduce the use of pesticides, as well as improve the quality of crops (Krishnamurthi 2010). Non hybrid corn can produce up to 4 ton/acre, compared with hybrid corn which can reach 7-8 ton/acre.

Probolinggo as one of the centers of the corn production in East Java is a potential region, both company XYZ and the company's competitors to acquire customers as much as possible. During the period 2009-2012 average corn crop in Probolinggo accounted for 42.42% of the total production of food crops. An increasing number of food crop production is proportional to the area harvested in the planting period in 2012. Probolinggo produce as much as 322.921 ton of maize harvested area of 71.198 acre, as well as the productivity of maize by 4.54 ton/acre (BPS 2013). Maize production in 2012 increased by 30.58% compared with last year. Increase in production because the farmers in Probolinggo have used high quality seeds and better farming methods. The study was conducted in Probolinggo district in May 2014 using a survey of farmers as respondents. Data were analyzed using Importance Performance Analysis. Method nonprobability sampling done by means of convenience sampling.

The results showed that IPA (Importance Performance Analysis) it can be seen that there are some inherent attributes of hybrid corn seed D who need to improve, which attributes a long shelf life and harvesting. This attribute should increase performance because consumers feel the importance of these attributes but the company has not maximize these attributes. Attributes that need to be maintained its performance is attribute seed prices, costs of production, productivity, yield loss is believed by consumers already meet consumers' desire quality seed that can increase their income as a corn farmer. Information, family income, and the community has an important role in the purchase decision process hybrids D.

Keywords: corn, hybrid seeds, consumer attitude, IPA