Farmer Decision Making in Commodity Transfer from Tobacco to Chili in Banyupelle Village, Palengaan District, Pamekasan Regency

Solehoddin
Universitas Islam Madura, Indonesia
Correspondent : Solehoddindino@gmail.com

Citation: Solehoddin. (2025). Farmer Decision Making in Commodity Transfer from Tobacco to Chili in Banyupelle Village, Palengaan District, Pamekasan Regency. Sativa : Journal of Agricultural Sciences, 1(1), 42-53

ABSTRACT: The aim of this research is to analyze the influencing and dominant factors in farmers' decisions to switch commodities from tobacco to chili in Banyupelle Village, Palengaan District, Pamekasan Regency. As for the problem formulation, what factors influence farmers' decisions and what are the most dominant factors that influence farmers' decisions in switching commodities from tobacco to chilies in Banyupelle Village, Palengaan District, Pamekasan Regency? Meanwhile, it is hoped that the usefulness of the research can be a consideration for local governments in seeking the welfare of farmers, especially in Banyupelle village, Palengaan subdistrict, Pamekasan district for better sustainability of the agricultural sector in the future. The method used in this research is Convergent Validity Analysis. The research can be concluded that the factors that influence farmers in transferring commodities from tobacco to chili are family dependents (X2) which has a P value of 0.03 and knowledge (X3) with a P value of 0.04. Meanwhile, the dominant factor in farmers' decision making to switch commodities from tobacco to chili is the Family Dependency Variable (X2) with a P Value or significance value of 0.03 which is smaller than 0.05. As for factors that do not influence commodity transfer, the Education Variable (X1) P Valeu 0.436. Variable Role of Government (X4) P Value 0.873, and Socialization (X5) P Value 0.204.

Keywords: Decision making, Commodity Transfer, Chili, Tobacco, Government

INTRODUCTION

Agriculture is the largest sector in almost every developing country's economy, until now agriculture still plays an important role in the national economy. This can be seen from the large number of residents and workers absorbed in the economy, reaching 42.3 million people or 44.5% of the total number of workers nationally(Ridha, 2017). Even during the Covid-19 pandemic, agriculture is the largest contributor to Gross Domestic Product (GDP) from the five business sectors(Ibrahim & Maifianti, 2022). In this sector there is a tobacco subsector that is interesting to discuss and research because tobacco is one of the important crop commodities in Indonesia. (I, 2019)The role of tobacco in society is quite large because its production and marketing activities

involve a number of residents to earn income and work. Tobacco farmers are human resources who are the backbone of economic development, especially in the agricultural sector (Wahyuni & Dinaloni, 2021).

Government policies influence the income of tobacco farmers nationally. During 2013-2018, cigarette prices became increasingly expensive. In 2019, cigarette prices are relatively cheaper because there is no increase in excise rates. Tobacco production in 2016-2018 fell by 1.2% - 1.8% and it is estimated that in 2019 it will increase by 2% because there is no increase in excise rates(Harlianingtyas et al., 2021). In 2020, cigarette prices will become increasingly unaffordable with the increase in excise rates and quite high Retail Selling Prices (HJE), it is estimated that an increase in excise rates of 23% and a minimum HJE limit of 35% will reduce production by -10.6% (-36 billion) and a smoking prevalence rate of -1.6% (Arjoso, 2020). Research (Sinaga, 2018) argues that the Government has so far felt that it has not paid enough attention to tobacco farmers so that tobacco farmers are considered to have the lowest level of welfare and are vulnerable to discrimination because the partnership scheme is not supervised by the Government and there are no regulations that specifically regulate it.

According to research results(Andrianingsih & Asih, 2021) in Palongan village, Sumenep, it is said that since the Covid-19 pandemic, tobacco farming costs have increased, while production results have decreased, causing farming revenues to also decrease. Tobacco farmers' income since the Covid-19 pandemic has decreased by around 40% from before the pandemic. This has happened since the implementation of social distancing which hampered community activities and the closure of several agencies. Apart from that, the opinion of (Fajar & Maulidah, 2021) states that the existence of a consumer demand chain can have an impact on the selling price of tobacco, because farmers do not have direct access to the factory. Therefore, intermediaries, such as middlemen, can manipulate tobacco prices to gain more profits, so that tobacco prices experience price fluctuations due to demand from middlemen and market traders. The same thing that occurs with fluctuations is unpredictable climate change, which has an impact on the quality of the tobacco produced. The price of tobacco can be determined by the quality of the tobacco. If the quality of the tobacco is good, then the selling price of the tobacco is expensive. On the other hand, if the quality of the tobacco is bad, the selling price of the tobacco will be cheap.

Tobacco is an agricultural product which is one of the growing international trade commodities in Indonesia (I 2019). Even though it is not native to Indonesia, the quality of local tobacco is highly regarded in the international market. International trade greatly influences the economic growth and development of a country, because they compete with each other in the international market. One of the advantages of international trade is that it allows a country to specialize in producing cheap goods and services (Rinaldi et al., 2017).

Tobacco imports for the cigarette industry are quite large, reaching around 45% of the cigarette industry's needs. Although Indonesia also exports tobacco in primary form, the amount is small. The Directorate General of Plantations reported that in 2018 Indonesia imported 121,390 thousand tons of tobacco with a value of 695 million USD. Most of these imports were tobacco in the primary form of the sliced, smoked Virgiana type with a volume of 5,478 tons and an import

value of 395.13 million USD or contributing 56.79% of Indonesia's total tobacco imports in 2018. Apart from the Virgiana type, tobacco imports Indonesia in the form of primary products are Oriental and Burley tobacco types. These three types of tobacco are raw materials for cigarettes/cigarettes (Alliance, 2020).

According to research(Suprihanti et al., 2018). Factors that have a very real influence on tobacco imports in Indonesia are tobacco consumption, population income and import tariffs. The large amount of cigarette consumption must be able to be met by cigarette companies. If the company is unable to meet the increasing demand, the company will be at risk of losing a large market share. On the other hand, cigarette companies are dependent on Virginia, Oriental and Burley tobacco. which is the main raw material for making cigarettes, is one of the causes of high tobacco imports. In the 2011-2019 period, the average growth in imports of Virgiana tobacco was 4.68% per year, while the growth in domestic production of Virgiana tobacco during the same period fell by 11.42% (nd, 2017)

The uncertainty of tobacco farmers' income has triggered the idea of switching from tobacco farming to alternative farming such as chilies. Saniman said that tobacco farmers in Sampang, Pamekasan and Sumenep districts switched to other crops such as corn, chilies and onions (Ibrahim and Maifianti 2022). Research(Nurmalasari & Awidiyantini, 2019) states that there are three factors that influence farmers' behavior in converting tobacco land to chili land, namely economic factors, land conditions and income.

The majority of the people of Banyupelle Village, Pelengaan District, work as farmers. Tobacco commodities are the mainstay of Banyupelle village people to support their families, but in recent years there has been a phenomenon where farmers no longer rely on tobacco on their agricultural land, where tobacco farmers have begun to change their profession as chili farmers. This is because income from tobacco crops is starting to fall, as well as unstable rainfall when the tobacco season starts, the majority of farmers do not make a profit but lose gradually every year, so that the results from tobacco farming can no longer be relied on to support their families, the author obtained this data from the farmer group analysis report (poktan) obtained from the head of Banyupele Village, Palengaan District, Pamekasan Regency. From this data, it is stated that the total cost of tobacco shows a figure of 0.7 < 1.5, meaning that tobacco farmers experience losses. Meanwhile, the total cost of chili shows a figure of 1.7 > 1.5, which means that chili farmers are making a profit.

From the description above, the problem that will be discussed is to analyze what factors influence farmers to transfer commodities from tobacco to chilies, as well as analyzing the most dominant factors for farmers in transferring commodities from tobacco to chilies.

This research aims to analyze the factors that influence farmers' decisions in switching from tobacco to chili. Analyzing the most dominant factors in the transfer of commodities from tobacco farmers to chilies in Banyupelle Village, Palengaan Pamekasan District.

METHOD

This research uses the Convergent Validity Analysis method with one dependent variable, namely Y (Decision of tobacco farmers) with 15 indicators and 5 independent variables, namely Education (X1), Variable X2, Family Dependencies, Knowledge (X3), Role of Government (X4).), and Socialization (X5).

RESULT AND DISCUSSION

Validity analysis can be done by looking at the outer loading results. The results show that there are still 2 more variables that are not yet blue. The analysis results begin by looking at the outer loading and we find several indicators at X1 to X5, there are several outer loading values that have values less than 0.7.(Hair & Brunsveld, 2019). So indicators less than 0.7 are discarded from the model and the results are as follows:
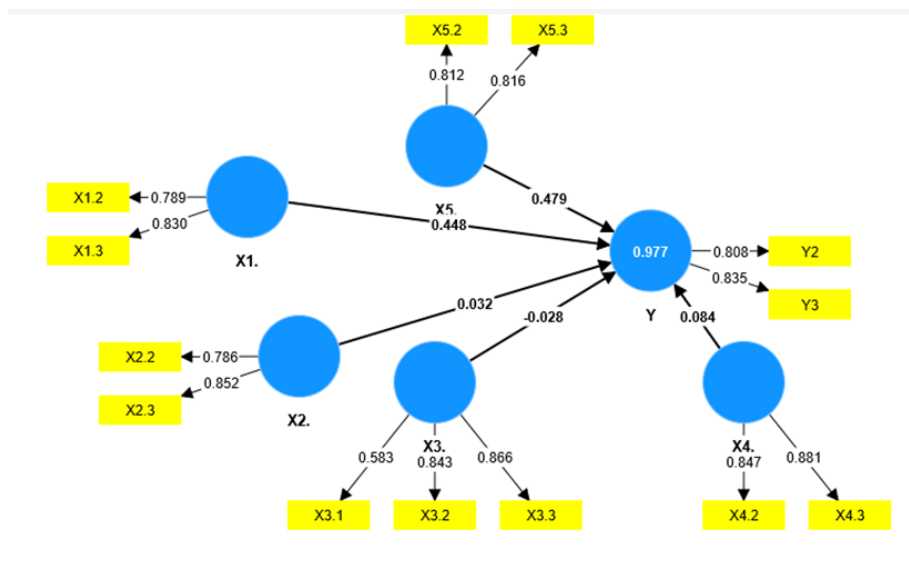

Image Outerloading Validation

From the results of the Outerloading analysis, indicators have a value below 0.7.(Sarstedt, 2019)

The Outerloading value shows that indicators X1.2 and X1.3 are valid for measuring the Education variable (X1). Likewise, variables X2.2, X2.3 are valid for measuring the family dependent variable (X2). In Indicator X3.2, X3.3 is valid for measuring knowledge (X3). Indicators X4.2, X4.3 are valid in measuring the Government role variable (X4). Indicators X5.2,

	Outer loadings
X1.2 <- X1.	0.789
X1.3 <- X1.	0.830
X2.2 <- X2.	0.786
X2.3 <- X2.	0.852
X3.1 <- X3.	0.583
X3.2 <- X3.	0.843
X3.3 <- X3.	0.866
X4.2 <- X4.	0.847
X4.3 <- X4.	0.881
X5.2 <- X5.	0.812
X5.3 <- X5.	0.816
Y2 <- Y	0.808
Y3 <- Y	0.835

After removing the X3.1 indicator, the results are:
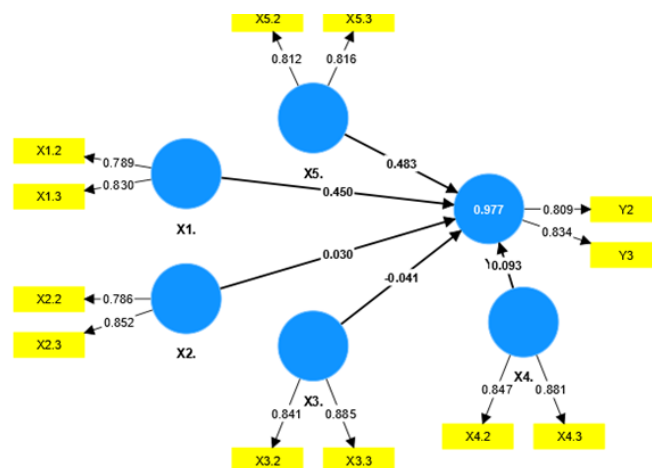
By deleting the X3.1 indicator, the resulting Outer loading is as follows:

	Outer loadings
X1.2 <- X1.	0.789
X1.3 <- X1.	0.830
X2.2 <- X2.	0.786
X2.3 <- X2.	0.852
X3.2 <- X3.	0.841
X3.3 <- X3.	0.885
X4.2 <- X4.	0.847
X4.3 <- X4.	0.881
X5.2 <- X5.	0.812
X5.3 <- X5.	0.816
Y2 <- Y	0.809
Y3 <- Y	0.834

Further analysis is by analyzing composite reliability. Where the Cronbach Alpha value must be above 0.7. Composite reliability (rho_a) is above 0.7.

Tabel 1. Composit Reliability

Variable	Chronbach Alpa	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted
X3	0.704	0.706	0.835	0.716
X4	0.857	0.861	0.853	0.744
X2	0.761	0.769	0.854	0.746
X1	0.762	0.766	0.855	0.747
AND	0.792	0.792	0.797	0.663
X5	0.819	0.820	0.806	0.675

The results of the composite reliability analysis show that overall the Education variable (X1), Family Dependency variable (X2), Knowledge variable (X3), Government Role variable (X4) and socialization variable (X5) have an acceptable level of reliability or indicators that measure the variables. consistent.

Average Variance Extracted (AVE)

Convergent validity is good if the AVE value is above 0.05. Even though the resulting values are for the variables Education (X1) 0.747, Family Dependencies (X2) 0.746, Knowledge (X3) 0.716, Role of Government (X4) 0.744, Socialization (X5) 0.675, meaning the measurement is valid.

Successful discriminant validity testing shows that a test of a concept does not correlate highly with other tests designed to measure theoretically different concepts. There is no standard value set for discriminant validity, but a result of less than 0.70 indicates that discriminant validity likely exists between the two scales. However, a result greater than 0.70 indicates that the two constructs are very overlapping and likely measure the same thing, so that discriminant validity between the two cannot be claimed. In scientific research, discriminant validity testing can be carried out using the Fornell-Larcker criteria and cross loading.. In the Fornell-Larcker test, discriminant validity is considered good if the root of the Average Variance Extracted (AVE) on the construct is higher than the correlation of the construct with other latent variables.. Meanwhile, in the cross loading test, the indicator value on the construct must be higher rather than indicators on other constructs. In the context of scientific research, discriminant validity testing is important to ensure that the concepts being measured are truly different from each other, so that research results can be reliable and valid.

HTMT value

Table 2. HTMT values

	X1	X2	X3	X4	X5	AND
X1						
X2	0.297					
X3	0.456	0.293				
X4	0.299	0.514	0.296			
X5	0.375	0.310	0.282	0.313		
AND	0.379	0.306	0.248	0.308	0.928	

HTMT (Heterotrait-Monotrait Ratio of Correlations) is a measure used to assess the discriminant validity of latent variables in structural equation models (SEM). Discriminant validity ensures that two constructs representing different theoretical concepts are statistically different. HTMT is a measure of similarity between latent variables, and if it is clearly less than one, discriminant validity can be considered established. In many practical situations, a threshold of 0.85 reliably differentiates between discriminant valid and invalid latent variable pairs. Test results from HTMT show a value below 0.9. Which means convergent validity meets the requirements.

Table 3. Path Value

	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDV)	T Statistik O/ STDV	P Value
X1 -> Y	0.553	0.504	0.263	2.100	0.436
X2 -> Y	0.307	0.367	0.224	1.369	0.031
X4 -> Y	-0.013	0.009	0.083	0.160	0.873
X5 -> Y	0.092	0.066	0.072	1.271	0.204
X3 -> Y	0.085	0.076	0.100	0.851	0.041

The table above shows that Family Dependencies (X2) have a P Value of 0.030 and Knowledge (X3) has a P Value of 0.040, meaning that these two variables influence the decisions of tobacco farmers (Y).

Education (X1)

The education variable has no effect on tobacco farmers' decisions with a P value of 0.436. This is because it is related to economic factors. Farmers do not yet understand the economic feasibility and profitability of chili farming. So farmers don't focus on comparing it with tobacco farming. Regional Government does not communicate intensively. Variables that have more influence on farmer decisions are market demand, prices, and access to resources and inputs that can significantly influence farmer decision making. In addition to market demand, price, and access to resources and inputs there are also cultural and social factors: Tobacco farming may be deeply embedded in the cultural and social fabric of certain societies, making it difficult for farmers to consider alternative crops, even with education. Traditional practices, social networks, and community norms can play an important role in shaping farmers' decisions.

Factor in a lack of support and resources and farmers alone may not be enough to facilitate the transition from tobacco to chili farming. Farmers may need additional support, such as access to credit, technical assistance, and market linkages, to successfully transition crops.

Family Dependents (X2)

Family Dependents (X2) has a P Value of 0.03, which is smaller than 0.05, meaning that variable X2 influences the decision of tobacco farmers (Y). Family responsibilities can affect the family's economic needs, the limited resources owned by farmers, such as capital, land and work resources owned by the family(Wulandari et al., 2017). The availability of labor and the number of family dependents can influence farmers' income, the more families there are, the more income farmers need to meet their family needs(Hayati & Maisaroh, 2019).

Family responsibilities can affect the family's economic needs, labor availability, management abilities, income and farmer capital, so farmers choose to switch commodities. (Kusairi & Ubaidillah, 2018)The greater the number of family dependents, the greater the level of family expenditure. It could be that if there are more dependents, the financial expenditure for each child will decrease if it is not balanced with sufficient income. (Purwanto & Taftazani, 2018)The number of dependents can be a reason for someone to switch commodities from tobacco to chili. A person is more enthusiastic about working if he has dependents, he is aware that it is not only him who will enjoy the results but there are other people who are waiting for their hard work and are his responsibility.

Family responsibilities are one of the main reasons for household members to participate in helping the family economy to earn income. The more respondents have children and dependents, the more effective the respondents' time spent working. The effectiveness of this time is useful for increasing the respondent's own income(Hanum, 2018).

The number of family responsibilities for each family varies depending on the number of families they have. According to the Central Statistics Agency (2017), family dependents are grouped into three parts, namely small family dependents consisting of 1-3 people, medium family dependents consisting of 4-6 people, and large family dependents consisting of 6 or more people. (Sumedang Regency Staristic Agency, 2017).

The number of dependents is usually influenced by geographical, educational and cultural aspects. For example, families living in cities and villages are of course different. Usually city people who have received an education, they think that having 2 children is enough, take into account the salary from the profession they work in every month, and how much it will cost them in the future. Meanwhile, village people usually think that having many children will be the successor of the family regardless of how many there are. Apart from that, there is an opinion that "Many Children, Lots of Fortune" still influences the mindset of Indonesian people, so that there are often families who have a very large number of dependent children.

According to Lestari (2016), the number of dependent family members in a household can influence the level of consumption that must be spent by the household concerned because it is related to their increasing needs (Lestari 2016). The number of dependents in a household will influence the amount of consumption that the household must spend because it is related to whether their needs are increasing or decreasing(Mapandin, 2006).

Farmer's Knowledge (X3)

Knowledge Variable (X3) P Value 0.040, meaning that this variable influences the tobacco farmer's decision (Y). The knowledge variable significantly influences tobacco farmers' decisions to switch commodities by understanding market demand and opportunities, technical knowledge, information about risks, and access to relevant information that makes it easier for farmers to know conditions in the field. Knowledge will provide information about commodities, with the knowledge possessed by farmers it can make it easier for farmers to know market potential, both from requests and existing opportunities. (Hayati and Maisaroh 2019).

Farmers' knowledge of cultivation techniques can help farmers optimize effectively and innovate, thereby reducing the risk of losses in farming. Knowledge of risks and governance are also important in farmers' decisions to switch commodities. Farmers who have new knowledge can read price fluctuations, plant diseases, climate knowledge and can take appropriate steps to reduce risks and protect farmers' investments(Majid, 2018). Knowledge of access to available resources can support farmers in making the transition to new commodities as well as being able to find out about assistance from the government, subsidy programs, training for farmers or farmer groups which can increase farmers' knowledge and provide a strong basis for making decisions to switch commodities. This is what makes the Knowledge variable have an influence on tobacco farmers' decisions to switch commodities.

Government Role (X4)

The variable role of government has no influence on tobacco farmers' decisions with a P value of 0.873 which is greater than 0.05. In general, the government's role has an influence on farmers' decisions, but there are other factors that make the government's role not influence tobacco farmers switching commodities, such as the area of land owned by farmers, apart from that, there are also internal and external factors such as age, level of education, length of experience, and family responsibilities. Internal factors are usually more dominant in determining farmers' decisions to switch commodities(PRIYANTO, 2018).

Research (Asnur, 2019)shows that farmers' decisions to switch commodities are influenced by income, farmer knowledge and the influence of economic factors. Family dependency factors According to Lestari (2016), the number of dependent family members in a household can influence the level of consumption that must be spent by the household concerned because it is related to increasing needs(Lestari, 2016). The number of dependents in a household will influence the amount of consumption that the household must spend because it is related to whether their needs are increasing or decreasing.

Socialization (X5)

The socialization variable has no effect on tobacco farmers' decisions with a P value of 0.204 which is greater than 0.05. Socialization is related to the uncertainty of the results obtained from tobacco farming, apart from that there is a lack of interest from farmers in tobacco crop commodities, economic factors, limited access, there are factors that have more influence on farmers' decisions, such as in research(Indraningsih, 2016), indicating the availability of resources. power is an indicator of farmers switching commodities, uncertain income, the risk of tobacco farmers, farmer skills can be more influential than socialization for farmers switching commodities.

Even though there was outreach from the local government, it had no impact on the Banyupelle community. Due to uncertain seasons. According to predictions from the BMKG (Meteorology, Climatology and Geophysics Agency), usually the dry season in Indonesia, including Madura, occurs from April to September. In this month, the Banyupelle community, in general, the Madurese community grows tobacco, but at the same time in April and August it decreases. The rain that should be in the rainy season occurs from December 22-23 to March 20-21. Due to the uncertain seasons, the Banyupelle community experienced a loss of capital spent on tobacco growing costs. On the other hand, society is required to obtain economic income. That's where the Banyupelle people switched commodities from tobacco to chilies, without having to be influenced by socialization by the government.

Socialization has no effect on society if the things being socialized are not in accordance with practice and reality in the field (Rohimat and DKK 2006). The government socializes the community to grow tobacco, but the price of tobacco does not increase due to several factors and does not support the family economy, so people continue to choose the alternative route of planting chilies as a priority crop to earn income. The chili plant is not as complicated as tobacco, even though the chilies are ready to be harvested, then it rains, it has no effect on the quality of the chilies, unlike tobacco. Another factor is that socialization is not effective because there are no extrinsic factors. This factor is very vital to support outside the individual. This factor is not owned by the individual within himself, but influences the individual in doing things and influences the individual in his socialization (Maglearning.id, n.d.).

CONCLUSION

From the results of the research above regarding "Farmer Decision Making in Commodity Transfer from Tobacco to Chili in Banyupelle Village, Pelengaan District, Pamekasan Regency".

So it can be concluded that the influencing factors, Family Dependents (X2) have a P Value of 0.03 and Knowledge (X3) P Value of 0.04. Meanwhile, the dominant factor in farmers' decision making to switch commodities from tobacco to chili is the Family Dependency Variable (X2) with a P Valeu or significance value of 0.03 which is smaller than 0.05. As for factors that do not influence commodity transfer, the Education Variable (X1) P Valeu 0.436. Variable Role of Government (X4) P Value 0.873, and Socialization (X5) P Value 0.204(Setyawan Djajadi, n.d.).

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