

ABSTRACT

In the development of the maize industry, Sitellu Tali Urang Julu is a challenge that most of the farmers do. Farmers who use corn seeds in the District of Sitellu Tali Urang Julu use two seed varieties, hybrid corn seed and local seed, but based on the situation on the ground, farmers use corn more hybrid than local corn seeding varieties based on increased land area and the number of farmers using hybrid maize seeds. This study aims to analyze the factors that influence the decision-making of farmers to use hybrid maize (*Zea mays* L) in Sitellu Tali Urang Julu district of Pakpak Bharat. The data analysis used in this study is with the AHP method (*Analytical Hierarchy Process*) which is a method to rank the best alternative decision against the criteria to be considered. The results of this study indicate that CI is 0.01 and CR is 0.01, where $CR \leq 0.1$ means the resulting value is consistent. Based on the results of the calculation obtained the priority value of several factors that influence the decision-making of farmers to make use of hybrid corn. The factor with the highest priority is the income factor of 0.48, the risk factor is 0.14, the time factor of harvest is 0.12 and the factor of care is 0.11 and The four factors are the main factors that influence the decision-making of farmers to enter hybrid corn while the capital factor and the experience factor are not the primary factors in influencing the farmer to make the decision because of the resulting difference of low priority value, which is a capital factor of 0.06 and an experience factor of 0.04.

Keywords: AHP, Decision, Harvest Time, Income, Care, Risk