Business identification of upland rice farming in Banyumas District, Central Java, Indonesia

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Abstract	Upland is one of the agroecosystems that has great potential for agricultural business of both food crops, horticulture, and annual crops. Ajibarang is one of the Banyumas' sub district which has approximately 70% of upland area and the rest is rainfed rice field. The success factor of upland rice farming is influenced by the farmer's ability to manage production factors into a profitable business and sustained. This study was aimed to identify the efficiency and its profitability of rice farming business in upland area of Banyumas district. Data were collected using survey method. Simple random sampling technique was done and 51 farmers were selected. Based on the data analysis, we found the average income of farmers was Rp989,817.55/production process with revenue cost ratio is 1.36. The role of community institutions in upland rice farming was very important. Farmers can improve their productivity and increase their income by expanding the cultivation area for upland rice. The rice cultivation in upland area is also suitable for rainfed land.
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