MOTIVASI PETERNAK AYAM PETELUR DI DESA BANGKOK KECAMATAN GURAH KABUPATEN KEDIRI

Rizky Anugerah Bramantio
15/379760/PT/06957

INTISARI

Motivasi beternak merupakan dorongan dari dalam diri peternak yang dipengaruhi dari dalam dan luar peternak. Penelitian ini bertujuan untuk menganalisis tingkat motivasi peternak dan faktor-faktor karakteristik demografi yang mempengaruhi. Lokasi penelitian di Desa Bangkok Kecamatan Gurah Kabupaten Kediri karena merupakan sentra peternakan ayam petelur di Kecamatan Gurah. Pengambilan sampel dilakukan dengan sensus sebanyak 43 peternak. Metode pengambilan data dilakukan melalui wawancara langsung. Skala Likert digunakan untuk mengukur tingkat motivasi dan analisis Regresi Linear Berganda untuk menganalisis pengaruh karakteristik peternak terhadap motivasi. Hasil penelitian menunjukkan bahwa motivasi peternak yang terdiri dari 3 aspek kebutuhan yaitu eksistensi (*existence needs*) dan berhubungan (*relatedness needs*) termasuk dalam kategori sedang, sedangkan kebutuhan untuk berkembang (*growth needs*) berkategori tinggi. Analisis regresi linear berganda menunjukkan nilai R^2 (koefisien determinasi) sebesar 36,40%, sedangkan 63,60% dipengaruhi oleh faktor lain diluar model penelitian. Variabel umur dan pengalaman peternak berpengaruh nyata ($\alpha<0,05$) terhadap motivasi peternak ayam ras petelur di Desa Bangkok, variabel populasi ternak berpengaruh positif ($\alpha<0,1$) terhadap motivasi peternak ayam ras petelur di Desa Bangkok.

(Kata Kunci : Ayam ras petelur, karakteristik peternak, motivasi)

MOTIVATION OF LAYER CHICKEN FARMERS IN BANGKOK VILLAGE, GURAH DISTRICT, KEDIRI REGENCY

Rizky Anugerah Bramantio
15/379760/PT/06957

ABSTRACT

Farming motivation is an encouragement from within the farmer which can be influenced from within the individual and from outside of the farmer. This study aims to analyze the level of motivation of farmers and the factors influencing demographic characteristics. The research location is located in Bangkok Village, Gurah District, Kediri Regency. Sampling was carried out by census to all laying hens farmer totaling 43 people. The method of data collection was done by interviewing farmers. The Likert scale used to measure the level of motivation and Multiple Linear Regression analysis to analyze the effect of poultry farmers characteristics on motivation. The result of study shows motivation of farmers which is divided into 3 aspects. There are the need for existence (existence needs) and aspects of the need for relationships (relatedness needs) includes in the mid category, then aspects of the need for development (growth needs) are included in the high category. Multiple Linear Regression analysis shows value of R^2 (coefficient of determination) is 36.4%, while 63.6% is influenced by other factors outside the research model. The age and the experience of farmers factor had a significant effect ($\alpha<0.05$) on the motivation of layer chicken farmers in Bangkok Village, variable laying hens population had positive effect ($\alpha<0,1$) on the motivation of layer chicken farmers in Bangkok Village.

(Keywords : Laying Hens, farmer characteristic, motivation)