



INTISARI

Penelitian ini dilakukan dengan tujuan (1) mengetahui perilaku petani dalam berusaha tani pisang di Kapanewon Sewon Kabupaten Bantul, (2) mengetahui faktor-faktor yang memengaruhi perilaku petani dalam berusaha tani pisang di Kapanewon Sewon, Kabupaten Bantul. Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan pendekatan kuantitatif, secara survei. Pengambilan sampel dilakukan dengan metode *simple random sampling* di dua desa yaitu Kalurahan Timbulharjo dan Kalurahan Pendowoharjo. Dari masing-masing sampel desa diambil 16 sampel petani sehingga total sampel adalah 32 responden. Data dianalisis menggunakan uji proporsi dan regresi linear berganda. Hasil penelitian ini menunjukkan bahwa lebih dari 50% petani di Kapanewon Sewon Kabupaten Bantul memiliki perilaku yang tinggi dalam berusaha tani pisang. Faktor-faktor yang memengaruhi perilaku petani dalam berusaha tani pisang adalah keterampilan dalam budidaya pisang, sarana prasarana, sumber informasi pertanian, dan dukungan pemerintah. Keterampilan dalam budidaya pisang, sumber informasi pertanian, dan dukungan pemerintah berpengaruh positif terhadap perilaku petani dalam berusaha tani pisang di Kapanewon Sewon Kabupaten Bantul. Namun, sarana prasarana berpengaruh negatif terhadap perilaku petani dalam berusaha tani pisang di Kapanewon Sewon Kabupaten Bantul.

Kata Kunci: perilaku, petani, pisang, usaha tani



ABSTRACT

This research aims to (1) know the farmer behaviour in banana farming in Sewon Sub-district, Bantul Regency, (2) know the factors that influence the farmers' behaviour in banana farming in Sewon Sub-district, Bantul Regency. Descriptive analysis with quantitative approach was used in this study as a basic method with survey. Sampling was done by simple random sampling method in two villages, namely Timbulharjo and Pendowoharjo. About 16 farmers from each village were taken as samples, so the total sample were 32 respondents. Data was analysed by proportion test and multiple linear regression analysis. The result shows that more than 50% farmers in Sewon Sub-district, Bantul Regency have a high behaviour in banana farming. Factors that influenced the farmer behaviour in banana farming in Sewon Sub-district, Bantul Regency are the skills in banana cultivation, infrastructure, sources of agricultural information, and government support. The skills in banana cultivation, sources of agricultural information, and government support influence the farmers behaviour positively in banana farming in Sewon Sub-district Bantul Regency. Whereas, infrastructure influence the farmer behaviour negatively in banana farming in Sewon Sub-district, Bantul Regency.

Keywords: behaviour, farmer, banana, farming