

Intisari

Ngawi memiliki kontribusi penuh untuk menjaga kesuburan tanah dan kondisi lingkungan dengan menanam padi organik. Seiring dengan adanya istilah *organic farming*, permintaan pasar menjadi sangat tinggi sejalan dengan kesadaran masyarakat mengenai pentingnya keamanan pangan dan kesehatan. Penelitian ini bertujuan untuk mengetahui motivasi dan faktor yang memengaruhi motivasi petani padi organik dalam pengembangan lumbung padi organik di Kabupaten Ngawi.

Penelitian ini menggunakan dasar teori motivasi Herzberg meliputi faktor internal dan eksternal yang memengaruhi seseorang dalam melaksanakan pekerjaan. Penelitian ini menggunakan pendekatan deskriptif kuantitatif dan menggunakan data primer melalui teknik wawancara menggunakan kuesioner. Data dianalisis menggunakan uji regresi berganda dengan SPSS.

Hasil penelitian ini menunjukkan bahwa (1) Petani padi organik di Desa Ngompro memiliki tingkat motivasi yang tergolong tinggi dalam mengikuti program pelatihan pengembangan lumbung padi organik oleh BRI; (2) Pendapatan usaha tani, keberanian mengambil risiko, dan intensitas pelatihan oleh BRI memengaruhi tingkat motivasi petani padi organik untuk mengikuti program pelatihan pengembangan lumbung padi organik secara signifikan; (3) Kelebihan beras organik di Desa Ngompro yaitu sudah tersertifikasi oleh LeSOS, MUI, dan Kementan untuk edar jual sehingga terpercay bahwa benar-benar organik tanpa pestisida sedikitpun.

Kata Kunci : Motivasi, Padi Organik, Teori Herzberg; Pendapatan Usaha Tani; Keberanian Mengambil Risiko; Intensitas Pelatihan.

Abstract

Ngawi has a full contribution to maintaining soil fertility and environmental conditions by growing organic rice. Along with the term organic farming, market demand has become very high in line with public awareness of the importance of food safety and people's health. This research aims to find out the motivations and factors that affect the motivation of organic rice farmers in the development of organic rice barns in Ngawi Regency.

This research implemented the basis theory of Herzberg's motivation theory explaining internal and external factors that influence a person in carrying out work. The study used a quantitative descriptive approach and applied primary data through interview techniques using questionnaires. The data were analyzed using multiple regression tests with SPSS.

The results of this study showed that (1) Organic rice farmers in Ngompro Village had a high level of motivation in participating in the training program for the development of organic rice barns by BRI; (2) Farmer's business income, courage to take risks, and intensity of training by BRI significantly affected the level of motivation of organic rice farmers to participate in the training program for the development of organic rice barns; (3) The advantages of organic rice in Ngompro Village were certified by LeSOS, MUI, and Kementan for distribution of sales so that it is trusted that it was completely organic without the slightest pesticide.

Keywords: *Motivation, Organic Rice, Herzberg Theory, Farmer's Business Income, Courage to Take Risks, Training Intensity.*