

## **KARAKTERISTIK INOVASI DAN KEMAUAN PETERNAK UNTUK MENGADOPSI SAPI BALI *POLLED* DI KABUPATEN BARRU, SULAWESI SELATAN**

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### **INTISARI**

Penelitian ini bertujuan untuk mengidentifikasi karakteristik inovasi sapi Bali *polled* dan menguji pengaruh karakteristik inovasi sapi Bali *polled* terhadap kemauan peternak untuk mengadopsi sapi Bali *polled*. Penelitian dilakukan dengan metode survey. Sebanyak 78 peternak digunakan sebagai responden. Data yang diambil meliputi karakteristik peternak, karakteristik inovasi, dan kemauan peternak untuk mengadopsi sapi Bali *polled*. Karakteristik inovasi sapi Bali *polled* dianalisis menggunakan analisis data deskriptif. Pengaruh karakteristik inovasi terhadap kemauan peternak untuk mengadopsi sapi Bali *polled* dianalisis menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan keuntungan relatif, kompatibilitas, kompleksitas, triabilitas, dan observabilitas pada level rendah berturut-turut adalah 21%, 19%, 28%, 21% dan 41%, pada level sedang berturut-turut adalah 69%, 68%, 65%, 69%, dan 47%, dan pada level tinggi berturut-turut adalah 10%, 13%, 7%, 10%, dan 12%. Variabel yang berpengaruh yaitu kompatibilitas, kompleksitas, triabilitas, dan observabilitas. Variabel yang tidak berpengaruh yaitu keuntungan relatif. Disimpulkan bahwa karakteristik inovasi sapi Bali *polled* berada pada level sedang. Karakteristik inovasi yang berpengaruh terhadap kemauan peternak untuk mengadopsi sapi Bali *polled* adalah kompatibilitas, kompleksitas, triabilitas, dan observabilitas.

(Kata kunci: Adopsi, karakteristik inovasi, kemauan peternak, Sapi Bali *polled*)

## **INNOVATION CHARACTERISTICS AND WILLINGNESS OF BREEDERS TO ADOPT BALI POLLED CATTLE IN BARRU REGION, SOUTH SULAWESI**

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### **ABSTRACT**

This research aimed to identify the innovation characteristics of Bali polled cattle and examine the effect of the innovation characteristics of Bali polled cattle on the willingness of breeders to adopt Bali polled cattle. The research was conducted by survey method. A total of 78 breeders were used as respondents. The data took including breeder characteristics, innovation characteristics, and the willingness of breeders to adopt Bali polled cattle. The innovation characteristics of Bali polled cattle were analyzed using descriptive data analysis. The effect of innovation characteristics on the willingness of breeders to adopt Bali polled cattle were analyzed using multiple linear regression analysis. The results showed that the relative advantage, compatibility, complexity, triability, and observability at low levels were 21%, 19%, 28%, 21% and 41%, respectively, at medium levels were 69%, 68%, 65 %, 69%, and 47%, and at high levels were 10%, 13%, 7%, 10%, and 12%, respectively. The variables that influence were compatibility, complexity, triability, and observability. The variable that had no effect is relative advantage. It is concluded that the innovation characteristics of Bali polled cattle are at a moderate level. The characteristics of innovation that affect the willingness of breeders to adopt Bali polled cattle are compatibility, complexity, triability, and observability.

(Keywords: Adoption, innovation characteristics, willingness to adopt, Bali polled cattle)