

KAJIAN MOTIVASI PETERNAK RAKYAT DALAM *COLLECTIVE ACTION*
MELALUI KELOMPOK PETERNAK PENGGEMUKAN SAPI POTONG DI
KAPANEWON BANTUL KABUPATEN BANTUL

INTISARI

Erlina Astuti
20/471488/PPT/01146

Tujuan penelitian adalah untuk (1) mengkaji tingkat motivasi intrinsik peternak rakyat melakukan tindakan kolektif melalui kelompok peternak, (2) menganalisis pengaruh *Intrinsic motivation (IM)*, *Perceived usefulness (PU)*, *Perceived ease of use (PEU)*, dan *behavioural intention (BI)* dalam tindakan kolektif melalui kelompok peternak berdasarkan *Collective Action Behaviour Model (CABM)*, dan (3) menganalisis skala prioritas peternak dalam melakukan tindakan kolektif berdasarkan fungsi berkelompok ternak. Penelitian merupakan studi kasus kelompok peternak penggemukan sapi potong di Kapanewon Bantul Kabupaten Bantul. Anggota kelompok melaksanakan tindakan kolektif terkait dengan fungsi kelompok sebagai kelas belajar, wahana kerjasama, dan unit produksi. Kajian yang dilakukan mengacu pada model perilaku tindakan kolektif yang menganalisis motivasi intrinsik peternak rakyat melaksanakan kegiatan usaha penggemukan sapi potong melalui tindakan kolektif didalam kelompoknya. Semua anggota yang masih aktif dalam kelompok peternak digunakan sebagai responden. Pengumpulan data dilakukan dengan wawancara langsung menggunakan kuesioner yang diuji validitas dan reliabilitasnya. Analisis data statistik motivasi yang digunakan untuk mengukur dan mengetahui tingkat motivasi intrinsik yang mendasari peternak rakyat dalam bergabung bersama kelompok. *Partial Least Square (PLS)* dengan pendekatan *Structural Equation Modelling (SEM)* digunakan dalam penelitian ini untuk menguji model CAB serta diuji secara mendalam menggunakan *Analitycal Hierarchy Process (AHP)* untuk menganalisis skala prioritas peternak rakyat dalam melakukan tindakan kolektif berdasarkan fungsi berkelompok ternak. Hasil penelitian menunjukkan tingkat motivasi intrinsik peternak rakyat menjalankan kegiatan kolektif berbasis fungsi berkelompok termasuk dalam kategori tinggi. Kedua, variabel BI dipengaruhi ($p < 0,1$) oleh PEU namun tidak dipengaruhi oleh variable PU. IM mempengaruhi ($P < 0,05$) variabel PEU dan PU. Variabel PU dipengaruhi ($P < 0,05$) oleh PEU. Ketiga, peternak menjalankan kegiatan kolektif dalam berkelompok memiliki nilai prioritas motivasi intrinsik yang tertinggi yaitu dalam motif berkelompok sebagai wahana kerjasama (0,4223) kemudian kedua motif berkelompok sebagai media belajar (0,3115) dan terakhir adalah motif berkelompok sebagai unit usaha (0,2662).

Kata kunci: *Analytical Hierarchy Process*, *Collective action*, *Intrinsinc motivation*, Fungsi kelompok peternak, *Perceived usefulness*, *Perceived ease of use*, Peternak rakyat

STUDY OF SMALLHOLDER FARMERS' MOTIVATION FOR COLLECTIVE
ACTION THROUGH BEEF CATTLE FARMER GROUPS IN KAPANEWON
BANTUL, BANTUL REGENCY

ABSTRACT

Erlina Astuti
20/471488/PPT/01146

The aims of the study were to (1) examine the leveled of intrinsic motivation of smallholder farmers to take collective action through farmer groups and (2) analyze the influence of intrinsic motivation (IM), perceived usefulness (PU), perceived ease of use (PEU), and behavioral intention (BI) in collective action through farmer groups based on the Collective Action Behavior Model (CABM), and (3) analyzing the priority scale of farmers in carrying out collective action based on the function of farmer groups. This research was a case studied in a group of beef cattle farmers group in the Bantul district, Bantul Regency. Group members carried out collective actions related to the group's function as a learning class, a vehicle for cooperation, and a production unit. The study carried out refers to the collective action behavior model which analyzes the intrinsic motivation of smallholder farmers to carry out cattle fattening business activities through collective action within the group. All members who were still active in the farmer group were used as respondents. Data was collected by direct interviews using a questionnaire that was tested for validity and reliability. Analysis of motivational statistical data used to measure and determine the level of intrinsic motivation that underlies smallholder farmers in joining the group. Partial Least Square (PLS) with the Structural Equation Modeling (SEM) approached was used in this studied to test the CAB model and was tested in depth used the Analytical Hierarchy Process (AHP) to analyze the priority scale of smallholder farmers in carrying out collective actions based on the function of farmer groups. The results showed that the level of intrinsic motivation of smallholder farmers to carry out collective activities based on group functions was included in the high category. Second, the BI variable was influenced ($p < 0,1$) by the PEU but not influenced by the PU variable. IM affect ($P < 0,05$) PEU and PU variables. The PU variable was influenced ($P < 0,05$) by PEU. Third, cattle farmers carrying out collective action in groups had the highest intrinsic motivation priority valued, namely in the group motive as a vehicle for cooperation (0,4223) then both group motives as learned media (0,3115) and the last was the group motive as a business unit (0,2662).

Keywords: Analytical Hierarchy Process, Collective action, Farmer Group Function, Intrinsic Motivation, Perceived Usefulness, Perceived Ease of Use, Smallholder Farmers