

DIFUSI STRATEGI JANGKA BENAH: PREDIKSI PUNCAK ADOPTI AGROFORESTRI SAWIT RAKYAT DALAM KAWASAN HUTAN

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INTISARI

Peraturan Pemerintah No. 23/2021 tentang Penyelenggaraan Kehutanan menjelaskan kegiatan pembangunan kebun kelapa sawit tanpa ijin di dalam kawasan hutan diselesaikan dengan penerapan jangka benah. Jangka benah dilakukan dengan cara merubah lanskap kebun sawit monokultur menjadi lanskap agroforestri kompleks. Salah satu upaya untuk mendukung keberhasilan pelaksanaan jangka benah adalah dengan pemilihan jenis komoditas agroforestri yang tepat. Pemilihan jenis komoditas agroforestri sawit dipengaruhi oleh faktor internal berupa karakteristik sosial-ekonomi petani, kemampuan belajar petani, serta keuntungan relatif bagi petani dan faktor eksternal berupa karakteristik inovasi yang dapat dipelajari serta keuntungan relatif dari inovasi. Penelitian ini bertujuan untuk mengetahui faktor yang berpengaruh dalam difusi inovasi SJB serta memprediksi puncak adopsi agroforestri sawit rakyat pada tiga kombinasi sawit-meranti, sawit-durian, dan sawit-sengon.

Penelitian ini menggunakan pendekatan *concurrent embedded mixed-method* melalui metode survei di Desa Sungai Jernih, Provinsi Jambi. Populasi pada penelitian ini adalah 199 petani sawit rakyat yang terdiri dari 5 Kelompok Tani Hutan (KTH). Sampel penelitian ditentukan melalui persamaan Yamane dengan derajat kepercayaan 95% sehingga didapatkan sampel sebanyak 133 petani sawit rakyat. Penentuan responden pada penelitian ini dilakukan dengan teknik *proportional sampling*. Pengumpulan data dilakukan melalui wawancara terstruktur dan *Focus Group Discussion* (FGD) dengan mengajukan 22 variabel pertanyaan *Adoption and Diffusion Outcome Prediction Tool* (ADOPT) yang dimodifikasi untuk inovasi Strategi Jangka Benah. Analisis data menggunakan perangkat *Statistical Program for Social Science* (SPSS) dan ADOPT.

Penelitian ini menunjukkan karakteristik sosial-ekonomi yang memengaruhi keputusan adopsi inovasi adalah jumlah anggota keluarga dan jumlah pendapatan/bulan. Prediksi puncak taraf adopsi dan waktu adopsi agroforestri sawit terhadap kombinasi meranti, durian, dan sengon sebesar 39, 95, dan 98% serta 20, 19, dan 13 tahun, secara berurutan. Uji sensitivitas menunjukkan variabel manfaat ekonomi saat ini, variabel manfaat ekonomi di masa depan, dan variabel manfaat lingkungan saat ini memiliki pengaruh yang nyata terhadap taraf adopsi kombinasi agroforestri sawit. Sementara itu, waktu adopsi kombinasi agroforestri sawit dipengaruhi oleh variabel kemampuan diuji coba, kompleksitas inovasi, dan biaya awal inovasi.

Kata Kunci: Strategi Jangka Benah, Agroforestri sawit, ADOPT, Puncak adopsi

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DIFFUSION OF STRATEGI JANGKA BENAHA: PEAK ADOPTION

PREDICTION OF SMALLHOLDERS' OIL PALM

AGROFORESTRY INSIDE FOREST AREA

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ABSTRACT

Government Regulation No. 23/2021 concerning Forestry Administration explain oil palm plantation development activities without permits inside forest areas are resolved by implementing time period. The time period is carried out by changing the monoculture oil palm plantation landscape to complex agroforestry landscape. One of the efforts to support the successful implementation of the time period is by selecting the right types of agroforestry commodities. The choices of oil palm agroforestry commodities are influenced by internal factor such as socio-economic characteristics of farmers, learning abilities of farmers, and relative advantage for farmers, also external factors such as learnability characteristics of innovation and relative advantage of innovation. This study aims to determine the factors that influence the diffusion of time period innovations and predict peak adoption of oil palm agroforestry in three combinations of oil palm-meranti, oil palm-durian, and oil palm-sengon.

This study used a concurrent embedded mixed-method approach through survey methods in Sungai Jernih Village, Jambi Province. The population of this study are 199 smallholder farmers consisting of 5 Forest Farmer Group (FFG). The number of samples determined by Yamane equation with degree of confidence 95% to obtain 133 smallholder farmers. Determination of respondents in this study was carried out by proportional sampling technique. Data were obtain through structured interviews and Focus Group Discussion by asking 22 variable questions Adoption and Diffusion Outcome Prediction Tool (ADOPT) modified for Strategi Jangka Benah innovation. Data analysis was carried out by Statistical Program for Social Science (SPSS) and ADOPT.

This study reveals the socio-economic characteristics that influenced innovation adoption decision are the number of family member and total income/month. Prediction of peak level adoption and time to reach peak adoption of oil palm agroforestry with meranti, durian, and sengon are 39, 95, and 98% as well as 20, 19, and 13 years, respectively. The sensitivity analysis shows that the profit benefit in years that it is used, future profit benefit, and environmental impact variable have a significant influence on the adoption level of a combination of oil palm agroforestry. Meanwhile, time to reach peak adoption of oil palm agroforestry combination is influenced by the variables of trialability, innovation complexity, and relative upfront cost of innovation.

Keywords: Strategi Jangka Benah, Oil palm agroforestry, ADOPT, Peak adoption.

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