

MOTIVASI BETERNAK SAPI POTONG ANGGOTA KELOMPOK TANI TERNAK ANDINI LESTARI

Amin Setyanto
19/445994/PT/08248

INTISARI

Penelitian ini bertujuan untuk mengetahui tingkat motivasi beternak dan faktor karakteristik peternak yang mempengaruhi motivasi beternak. Jumlah responden yang digunakan untuk analisis motivasi sebanyak 30 peternak Kelompok Ternak Andini Lestari. Penentuan jumlah sampel menggunakan metode sensus. Metode yang digunakan yaitu metode survey dengan wawancara peternak sapi potong menggunakan kuisioner. Skala likert digunakan untuk mengukur tingkat motivasi, serta analisis faktor yang mempengaruhi motivasi digunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa motivasi peternak yang terdiri dari motif ekonomi, motif pemanfaatan ternak yang dipelihara, motif sosial, dan motif pemanfaatan sumber daya selain ternak termasuk dalam motivasi kategori tinggi. Peternak sapi potong anggota kelompok ternak Andini Lestari mempunyai motivasi beternak tinggi. Faktor karakteristik peternak variabel pengalaman beternak, tingkat pendidikan dan kepemilikan berpengaruh positif terhadap motivasi beternak. Semakin tinggi pengalaman beternak, tingkat pendidikan, dan kepemilikan sapi potong maka semakin tinggi tingkat motivasinya.

Kata kunci : Kelompok Tani, Kelompok Tani Ternak Andini Lestari, Motivasi.

MOTIVATION OF CATTLE RAISING MEMBERS OF ANDINI LESTARI LIVESTOCK FARMER GROUP

Amin Seyanto

19/445994/PT/08248

ABSTRACT

This research was conducted to levels of farmers motivation and also the factors farmer characteristic that influence motivation. The number of respondents who were used for analysis consist of 30 cattle farmers who come from Andini Lestari Group. Samples was determined by using census method. The method used was a survey by interviewing the cattle farmers using a questionnaire. The likert scale used to measure the level of motivation, and Multiple linier regression analysis was used to analyze factors which affecting on farmers motivation. The results showed that the farmer's motivation, which consisted of economic motives, the motive for using livestock kept, social motives, and the motive for using resources other than livestock, was included in the high category of motivation. The farmers who are the members of Andini Lestari livestock farmer group have the high motivasion. Farmer characteristics factor of farming experience, level of education and livestock ownership affected to farmers motivation. The higher the experience of raising cattle, the level of education, and the ownership of beef cattle, the higher the level of motivation.

Keywords: Andini Lestari Livestock Farmer Group, Farmer Groups, Motivation.