

## **PENGARUH KARAKTERISTIK PETERNAK TERHADAP MOTIVASI BETERNAK SAPI POTONG DI DESA KALIMANGGIS KECAMATAN KALORAN KABUPATEN TEMANGGUNG**

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### **INTISARI**

Penelitian ini bertujuan untuk mengetahui pengaruh karakteristik dari peternak terhadap motivasi di Desa Kalimanggis, Kabupaten Temanggung. Materi yang digunakan yaitu responden berjumlah 177 orang peternak dengan komoditas sapi potong di Desa Kalimanggis, Kecamatan Kaloran, Kabupaten Temanggung. Penelitian ini dilaksanakan pada 17 Maret sampai 08 April 2023. Metode pengambilan data yang digunakan yaitu dengan metode sensus atau sampling jenuh dibantu dengan kuisioner berisi karakteristik peternak dan pertanyaan-pertanyaan yang dijadikan indikator untuk motivasi. Dilakukan analisis data dengan menggunakan analisis regresi linear berganda. Tingkat motivasi diukur dengan menggunakan skala likert. Data dianalisis menggunakan analisis deskriptif dan uji analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa 85,31% peternak dalam usia produktif, 66,67% peternak hanya lulusan SD, 33,33% peternak berpengalaman 1-10 tahun, 59,89% memiliki sebanyak 1-3 tanggungan keluarga dan 90,96% memiliki jumlah ternak sebanyak 1-3 ekor. Hasil penelitian menunjukkan bahwa tingkat motivasi beternak di Desa Kalimanggis termasuk dalam kategori tinggi, indikator motivasi yang paling dominan adalah kebutuhan keberadaan (*existence*). Hasil penelitian menunjukkan bahwa variabel karakteristik peternak yang memiliki pengaruh nyata secara individu adalah umur peternak, tingkat pendidikan, jumlah tanggungan keluarga dan kepemilikan ternak dengan nilai signifikansi masing-masing sebesar 0,011; 0,000; 0,005 dan 0,044. Hasil penelitian menunjukkan bahwa variabel karakteristik peternak yang diteliti memiliki pengaruh secara simultan terhadap motivasi beternak sebesar 36,4% sedangkan sisanya dipengaruhi oleh variabel lain.

Kata kunci: Kabupaten Temanggung, Karakteristik Peternak, Motivasi Beternak, Sapi Potong.

## **THE EFFECTS OF FARMERS CHARACTERISTICS TOWARDS FARMING MOTIVATION OF BEEF CATTLE IN KALIMANGGIS VILLAGE KALORAN SUBDISTRICT TEMANGGUNG REGENCY**

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### **ABSTRACT**

This research aims to determine the influence of farmers' characteristics on motivation in Kalimanggis Village, Temanggung Regency. The respondents consisted of 177 cattle farmers in Kalimanggis Village, Kaloran Subdistrict, Temanggung Regency. The research was conducted from March 17 to April 8 2023. Data was collected using a census method or saturated sampling, aided by a questionnaire containing farmers' characteristics and questions used as indicators for motivation. Multiple linear regression analysis was conducted to analyze the data. The motivation level was measured using a Likert scale. The data were analyzed using descriptive analysis and multiple linear regression analysis tests. The research results showed that 85.31% of the farmers were in productive age, 66.67% had only completed elementary school, 33.33% had 1-10 years of experience, 59.89% had 1-3 dependents in their families and 90.96% had 1-3 cattle. The research results also indicated that the level of motivation for cattle farming in Kalimanggis Village was categorized as high, with the most dominant motivation indicator being the need for existence. The research showed that individual characteristics such as farmers age, level of education, number of family dependents, and livestock ownership significantly influenced motivation, with significance values of 0.011, 0.000, 0.005, and 0.044, respectively. Furthermore, the research results demonstrated that the examined farmers characteristics had a simultaneous influence of 36.4% on cattle farming motivation, while the rest was influenced by other variables.

**Keywords:** Beef Cattle, Farmers Characteristics, Livestock Farming Motivation, Temanggung Regency.