

INTISARI

Penelitian ini bertujuan untuk mengetahui struktur jejaring kerja petani jahe dalam aliran informasi teknis budidaya, akses sarana produksi, akses tenaga kerja, dan informasi harga output jahe serta mengetahui korelasi antara posisi petani dalam jejaring sosial dengan kinerja usaha tani jahe di Dusun Pringtali, Kalurahan Jatimulyo, Kapanewon Girimulyo, Kabupaten Kulon Progo. Lokasi penelitian ditentukan dengan metode *purposive sampling*. Pengambilan sampel petani dilakukan dengan menggunakan metode sensus dengan melibatkan 32 petani. Pengambilan sampel penyuluh, pedagang, supplier, dan pelaku kemitraan dilakukan dengan menggunakan metode *snowball sampling* dengan melibatkan 40 orang. Struktur jaringan sosial diketahui dengan menggunakan analisis jaringan sosial yang diukur dengan sentralitas (*indegree*, *outdegree*, *closeness*, *betweenness*). Korelasi antara posisi petani dengan produktivitas dan pendapatan usaha tani jahe diketahui dengan menggunakan analisis kuantitatif yaitu analisis korelasi *Rank Spearman*. Hasil analisis jaringan sosial menunjukkan bahwa aktor sentral dalam aliran informasi budidaya jahe adalah penyuluh dan ketua kelompok wanita tani, dalam aliran informasi akses sarana produksi adalah pelaku kemitraan, dalam aliran informasi akses tenaga kerja adalah petani-buruh, dalam aliran informasi harga output adalah petanipedagang. Hasil uji analisis korelasi menunjukkan bahwa nilai *indegree centrality*, *outdegree centrality*, *closeness centrality*, *betweenness centrality* dalam aliran informasi teknis budidaya, akses sarana produksi, akses tenaga kerja, dan informasi harga output berhubungan positif dengan produktivitas dan pendapatan usaha tani jahe.

Kata kunci: jaringan sosial, aktor sentral, usaha tani jahe, produktivitas, pendapatan

ABSTRACT

This research aims to determine the structure of ginger farmers' network in terms of the flow of technical cultivation information, access to production facilities, access to labor, and ginger output price information. Additionally, it aims to determine the correlation between farmers' positions in the social network and the performance of ginger farming businesses in Dusun Pringtali, Kalurahan Jatimulyo, Kapanewon Girimulyo, Kulon Progo Regency. The research location was determined using the purposive sampling method. The sample consisted of 32 farmers, selected using the census method. For extension workers, traders, suppliers, and partnership actors, a snowball sampling method was used, involving 40 individuals. Social network analysis was employed to identify the social network structure, which was measured using centrality metrics such as indegree, outdegree, closeness, and betweenness. Quantitative analysis, specifically Rank Spearman correlation analysis, was used to determine the correlation between farmers' positions and the productivity and income of ginger farming businesses. The results of the social network analysis revealed that the central actors in the flow of ginger cultivation information were extension workers and the head of the women farmers' group. Partnership actors played a central role in the flow of production facility access information, while farmer-workers were central in the flow of labor access information. Farmer-traders were central in the flow of output price information. The correlation analysis indicated that the values of indegree centrality, outdegree centrality, closeness centrality, and betweenness centrality in the flow of technical cultivation information, access to production facilities, access to labor, and output price information were positively correlated with the productivity and income of ginger farming businesses.

Keywords: social network, central actor, ginger farming, productivity, income