

**PENGARUH PERSEPSI PETANI TERHADAP MINAT MELANJUTKAN
BUDIDAYA PADI ORGANIK DI DESA SUMBERARUM KECAMATAN
TEMPURAN KABUPATEN MAGELANG**

Deva Milenia Safitri¹, Harsoyo², Alia Bihrajihant Raya³

Program Studi Penyuluhan dan Komunikasi Pertanian

Fakultas Pertanian, Universitas Gadjah Mada

Email: deva.milenia.safitri@mail.ugm.ac.id

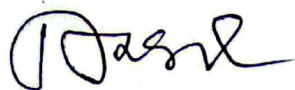
INTISARI

Penelitian ini dilakukan dengan tujuan (1) mengetahui persepsi petani tentang budidaya padi organik di Desa Sumberarum, Kecamatan Tempuran, Kabupaten Magelang, (2) mengetahui faktor apa saja yang berpengaruh terhadap persepsi petani tentang budidaya padi organik di Desa Sumberarum, Kecamatan Tempuran, Kabupaten Magelang, (3) mengetahui pengaruh persepsi petani terhadap minat untuk melanjutkan budidaya padi organik di Desa Sumberarum, Kecamatan Tempuran, Kabupaten Magelang. Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan pendekatan kuantitatif. Pengambilan sampel kelompok tani dilakukan di Desa Sumberarum di Kelompok Tani Sumber Rejeki karena merupakan satu-satunya kelompok yang masih menerapkan budidaya padi organik. Dari sampel kelompok tani diambil 40 sampel anggota kelompok secara sensus. Data dianalisis dengan menggunakan uji proporsi, regresi linear berganda, dan regresi linear sederhana. Hasil penelitian menunjukkan bahwa lebih dari 50% petani memiliki persepsi yang tinggi tentang budidaya padi organik di Desa Sumberarum, Kecamatan Tempuran, Kabupaten Magelang. Faktor-faktor yang mempengaruhi persepsi petani dalam mendorong minat petani untuk melanjutkan budidaya padi organik adalah pengetahuan petani tentang pertanian organik dan pengalaman usaha tani padi organik. Pengetahuan petani tentang pertanian organik dan pengalaman usaha tani padi organik berpengaruh positif terhadap persepsi petani dalam mendorong minat petani melanjutkan budidaya padi organik. Selanjutnya, persepsi petani berpengaruh positif terhadap minat petani untuk melanjutkan budidaya padi organik.

Kata kunci: Persepsi, Budidaya Padi Organik, Minat Petani

Dosen Pembimbing Utama Skripsi

Dosen Pembimbing Pendamping Skripsi



Ir. Harsoyo, M.Ext. Ed



Alia Bihrajihant Raya, S.P., M.P., Ph.D

**THE INFLUENCE OF FARMER'S PERCEPTIONS ON INTEREST IN
CONTINUING ORGANIC RICE CULTIVATION IN SUMBERARUM
VILLAGE TEMPURAN DISTRICT MAGELANG REGENCY**

Deva Milenia Safitri¹, Harsoyo², Alia Bihrajihant Raya³

Bachelor of Agricultural Extension and Communication

Faculty of Agriculture, Gadjah Mada University

Email: deva.milenia.safitri@mail.ugm.ac.id

ABSTRACT

This research was conducted with the aim of (1) knowing the perceptions of farmers about rice cultivation organic in Sumberarum Village, Tempuran District, Magelang Regency, (2) knowing what factors influence farmers' perceptions about organic rice cultivation in Sumberarum Village, Tempuran District, Magelang Regency, (3) knowing the effect of perceptions on interest incontinue cultivationorganic rice in Sumberarum Village, Tempuran District, Magelang Regency. The method used in this research is descriptive method with a quantitative approach. Sampling of farmer groups was carried out in the village Sumberarum in the Sumber Rejeki Farmer Group because it is the only group that still apply organic rice cultivation. From the sample of farmer groups, 40 samples of group members were taken by census. Data were analyzed using the proportion test, multiple linear regression, and simple linear regression. The results showed that more than 50% of farmers had a high perception of organic rice in Sumberarum Village, Tempuran District, Magelang Regency. Factors that influence farmers' perceptions in encouraging farmers' interest in continuing organic rice cultivation are farmers' knowledge of organic farming and organic rice farming experience. Farmers' knowledge of organic farming and organic rice farming experience have a positive effect on farmers' perceptions in encouraging farmers' interest in continuing organic rice cultivation. Furthermore, farmers' perceptions have a positive effect on farmers' interest in continuing organic rice cultivation.

Keywords: *Perception, organic rice cultivation, farmer's interest*

Main Advisor

Companion Advisor



Ir. Harsoyo, M.Ext. Ed



Alia Bihrajihant Raya, S.P., M.P., Ph.D