

DINAMIKA KELOMPOK PETERNAK SAPI POTONG DALAM KEBERLANJUTAN USAHA DI KAWASAN PESISIR KABUPATEN BANTUL

INTISARI
GALIH FAJAR ANTASARI
21/489379/PMU/10964

Penelitian ini bertujuan untuk 1) menganalisis dinamika kelompok, dan 2) menganalisis faktor-faktor yang memengaruhi dinamika kelompok dalam keberlanjutan usaha peternakan rakyat di pesisir Kabupaten Bantul. Faktor internal yang diteliti adalah motivasi berkelompok, modal sosial dalam kelompok, peran anggota kelompok. Sementara faktor eksternal terdiri dari peran penyuluh peternakan, akses pasar, peran tokoh masyarakat. Penelitian ini dilaksanakan pada 19 kelompok peternak yang tersebar di Kapanewon Kretek, Kapanewon Sanden, dan Kapanewon Srandakan yang terletak di pesisir Kabupaten Bantul. Penelitian ini menggunakan pendekatan kuantitatif dengan metode dasar deskriptif analitik. Total responden dalam penelitian ini sebanyak 208 responden dengan menggunakan teknik *simple random sampling*. Hasil penelitian menunjukkan faktor internal meliputi motivasi berkelompok berada pada kategori ingin sebesar 68,01%, modal sosial dalam kelompok berada pada kategori kadang sebesar 56,29%, dan peran anggota kelompok berada pada kategori sering sebesar 72,74%. faktor eksternal meliputi peran penyuluh peternakan, akses pasar, peran tokoh masyarakat berada pada kategori jarang sebesar 36,75%, 31,96%, dan 29,69%. Dinamika kelompok dalam keberlanjutan usaha peternakan pada aspek ekonomi berada pada kategori jarang sebesar 32,79% serta aspek sosial dan lingkungan fisik berada pada kategori kadang sebesar 44,42% dan 53,79%. Analisis data menggunakan metode *Structural Equation Modelling* (SEM) menyatakan faktor internal (motivasi berkelompok, modal sosial dalam kelompok, peran anggota kelompok) dan faktor eksternal (peran penyuluh peternakan, akses pasar, peran tokoh masyarakat) saling berhubungan nyata terhadap dinamika kelompok dalam keberlanjutan usaha peternakan. Faktor internal paling direfleksikan modal sosial, faktor eksternal paling direfleksikan peran tokoh masyarakat, dan dinamika kelompok dalam keberlanjutan usaha paling direfleksikan aspek sosial.

Kata kunci: aspek sosial, dinamika kelompok, keberlanjutan usaha peternakan, modal sosial, peran tokoh masyarakat.

GROUP DYNAMICS OF CATTLE FARMER GROUPS IN BUSINESS SUSTAINABILITY IN THE COASTAL AREA OF BANTUL REGENCY

ABSTRACT
GALIH FAJAR ANTASARI
21/489379/PMU/10964

This study aims to 1) analyze group dynamics, and 2) analyze the factors that influence group dynamics in business sustainability in the coastal area of Bantul Regency. The internal factors studied were motivation, social capital, and role of group members. External factors included role of extension workers, market access, and role of community leaders. This research was conducted in 19 farmer groups in Kapanewon Kretek, Sanden, and Srandakan located on the coast of Bantul Regency. This study used a quantitative approach with descriptive analytic method. Total respondents were 208 using simple random sampling. The results showed that internal factors including motivation were in the want category at 68.01%, social capital was in sometimes category at 56.29%, and role of group members was in frequent category at 72.74%. External factors including role of extension workers, market access, role of community leaders were in rare category at 36.75%, 31.96%, and 29.69%. Group dynamics in business sustainability in economic aspect were in rare category at 32.79% and social and environment aspects were in sometimes category at 44.42% and 53.79%. Data analysis using the Structural Equation Modelling (SEM) method stated that internal factors (motivation, social capital, role of group members) and external factors (role of extension workers, market access, role of community leaders) are significantly related to group dynamics in the sustainability of farm businesses. Internal factors are best reflected by social capital, external factors are best reflected by role of community leaders, and group dynamics in business sustainability are best reflected by social aspects.

Keywords: social aspects, group dynamics, livestock business sustainability, social capital, role of community leaders.