

## INTISARI

### **SIKAP PETANI SALAK PONDOK TERHADAP PENERAPAN *SMART-ECO BIOPRODUCTION* DI KELOMPOK TANI KUSUMA MULYA KALURAHAN GIRIKERTO KAPANEWON TURI KABUPATEN SLEMAN**

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Tanaman salak pondoh yang telah melewati usia produktifnya akan mengalami penurunan produktivitas dan kualitas produk, salah satu upaya yang dapat dilakukan untuk mengatasinya adalah dengan menerapkan konsep *smart-eco bioproduction* (SEB). Keberhasilan dari implementasi SEB tentunya dipengaruhi oleh beberapa faktor salah satunya sikap petani terhadap penerapan SEB. Tujuan penelitian ini adalah untuk 1) Mengetahui bagaimana sikap petani salak pondoh di Kelompok Tani Kusuma Mulya terhadap konsep SEB, dan 2) Mengetahui elemen yang membentuk sikap petani salak pondoh terhadap penerapan SEB. Metode penelitian yang digunakan yaitu analisis deskriptif dengan pendekatan kualitatif. Hasil penelitian menunjukkan bahwa sikap petani salak pondoh terhadap penerapan SEB menunjukkan sikap positif. Sikap kognitif petani, pemahaman terhadap pelaksanaan konsep SEB sudah terbentuk, tetapi belum memahami pengertian SEB, pertanian organik, dan pertanian cerdas secara definitif. Sikap afektif, petani menyukai budidaya organik dan penerapan teknologi perangkat alat buah sebagai bentuk implementasi SEB, tetapi, terdapat merasa kesulitan dalam memenuhi persyaratan untuk sertifikasi organik. Sikap konatif, petani memiliki kecenderungan perilaku terus melakukan budidaya salak secara organik dan melakukan gerakan pengendalian alat buah sebagai bentuk dari penerapan SEB. Elemen yang membentuk sikap petani terhadap penerapan SEB adalah pengalaman pribadi, pengaruh orang yang dianggap penting, dan keterpaan media sosial.

**Kata kunci :** sikap, SEB, salak pondoh, petani

## **ABSTRACT**

### **THE ATTITUDE OF SALAK PONDOK FARMERS TOWARDS THE APPLICATION SMART-ECO BIOPRODUCTION IN KUSUMA MULYA FARMER GROUP GIRIKERTO VILLAGE TURI SUB-DISTRICT SLEMAN REGENCY**

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Pondoh salak plants that have passed their productive age will experience a decline in productivity and product quality. One effort that can be made to overcome this is by applying the concept of smart-eco bioproduction (SEB). The success of implementing SEB is, of course, influenced by several factors, one of which is farmer's attitudes toward implementing SEB. The aim of this research is to: 1) Find out the attitude of Pondoh salak farmers in the Kusuma Mulya Farmer Group towards the SEB concept, and 2) Identify the elements that shape the attitude of Pondoh salak farmers towards the implementation of SEB. The research method used is descriptive analysis with a qualitative approach. The research results showed that the attitude of Pondoh salak farmers towards the implementation of SEB was positive. Farmer's cognitive attitudes and understanding of the implementation of the SEB concept have been formed, but they do not yet definitively understand the meaning of SEB, organic farming, and smart farming. Affective attitudes indicate that farmers like organic cultivation and the application of fruit fly trap technology as a form of SEB implementation; however, there are difficulties in meeting the requirements for organic certification. Conative attitude shows that farmers have a behavioral tendency to continue cultivating snake fruit organically and carrying out fruit fly control movements as a form of implementing SEB. The elements that shape farmer's attitudes towards implementing SEB include personal experience, the influence of people who are considered important, and exposure to social media.

**Keywords :** attitude, SEB, pondoh salak, farmer