INTISARI
PEMBELAJARAN SOSIAL *SMART-ECO BIORODUCTION* DI KALURAHAN SUMBERAGUNG KAPANEWON JETIS KABUPATEN BANTUL

Keberlanjutan pertanian merupakan sesuatu yang perlu dijaga dalam sebuah usaha tani. Pentingnya pemahaman tentang penggunaan teknologi tepat guna yang ramah lingkungan serta memanfaatkan potensi lokal berupa inovasi sistem pertanian *smart-eco bioproduction* dapat menjadi acuan untuk mewujudkan pertanian berkelanjutan. Penelitian ini bertujuan (1) Mengetahui implementasi sistem pertanian cerdas *smart-eco bioproduction* di Kalurahan Sumberagung Kapanewon Jetis Kabupaten Bantul. (2) Mengetahui implementasi pembelajaran sosial (*social learning*) dalam penerapan sistem pertanian cerdas *smart-eco bioproduction* di Kalurahan Sumberagung Kapanewon Jetis Kabupaten Bantul. Metode dasar yang digunakan pada penelitian ini adalah analisis kualitatif deskriptif. pemilihan lokasi penelitian dilakukan dengan purposive sampling pada 3 pihak terkait yaitu (1) Penyuluh Pertanian, (2) Pemerintah Kalurahan Sumberagung, dan (3) Petani Kalurahan Sumberagung yang tergabung dalam kelompok tani. Hasil penelitian menunjukkan implementasi sistem *smart-eco bioproduction* berjalan cukup baik dan fase pembelajaran sosial yang ada dalam implementasi sistem *smart-eco bioproduction* di lingkup kelompok tani di Kalurahan Sumberagung cukup beragam. Ditemukan juga sosok *role model* dalam kelompok tani sehingga penerapan inovasi *smart-eco bioproduction* dapat berjalan cukup baik.

Kata kunci : *smart-eco bioproduction,* pembelajaran sosial*, role model.*

ABSTRACT
SOCIAL LEARNING ON SMART-ECO BIORODUCTION IN SUMBER AGUNG DISTRICT KAPANEWON JETIS BANTUL DISTRICT

Agricultural sustainability is something that needs to be maintained in a farming business. The importance of understanding the use of appropriate technology that is environmentally friendly and utilizes local potential in the form of smart-eco bioproduction agricultural system innovations can be a reference for realizing sustainable agriculture. This study aims to (1) Find out the implementation of the smart-eco bioproduction smart farming system in Sumberagung Kapanewon Jetis Village, Bantul Regency. (2) Knowing the implementation of social learning in the implementation of smart agricultural systems smart-eco bioproduction in Kalurahan Sumberagung Kapanewon Jetis Bantul Regency. The basic method used in this research is descriptive qualitative analysis. The selection of research locations was carried out by purposive sampling on 3 related parties, namely (1) Agricultural Extension Officers, (2) Sumberagung Village Government, and (3) Sumberagung Village Farmers who are members of farmer groups. The results showed that the implementation of the smart-eco bioproduction system is running quite well and the social learning phases that exist in the implementation of the smart-eco bioproduction system in the scope of farmer groups in Sumberagung Village are quite diverse. There is also a role model figure in the farmer group so that the implementation of smart-eco bioproduction innovations can run quite well.

Keywords: smart-eco bioproduction, social learning, role model