

## INTISARI

Desa Salukanan, Kabupaten Enrekang, dikenal sebagai pusat produksi padi lokal dengan varietas unik, *Pulu Mandoti Emas* (PME), yang hanya tumbuh dan diwariskan secara turun-temurun di desa tersebut. Karena budidaya PME memerlukan waktu lama dan memiliki harga jual tinggi, maka modal sosial petani diharapkan dapat meningkatkan motivasi petani untuk tetap membudidayakan PME. Tujuan dari penelitian ini adalah: (1) Mengetahui peran modal sosial petani sebagai keunggulan kompetitif usaha tani padi lokal PME di Desa Salukanan, Kabupaten Enrekang (2) Mengidentifikasi pengaruh modal sosial dan faktor-faktor lainnya yang mempengaruhi keputusan petani untuk membudidayakan padi lokal PME di Desa Salukanan, Kabupaten Enrekang (3) Mengidentifikasi pengaruh modal sosial terhadap produksi PME di Desa Salukanan, Kabupaten Enrekang dan (4) Mengidentifikasi pengaruh modal sosial terhadap pendapatan usaha tani PME di Desa Salukanan, Kabupaten Enrekang. Pengambilan data dilakukan dengan cara observasi dan wawancara secara langsung dengan petani di Desa Kabupaten Enrekang. Penentuan jumlah sampel dilakukan dengan metode Krejcie & Morgan yaitu sebanyak 96 petani sebagai responden yang terdiri dari 64 petani yang membudidayakan PME dan 32 petani yang tidak membudidayakan PME. Analisis data menggunakan analisis pendekatan berbasis sumber daya (RBV-VRIO) dan uji heckman *twostep selection model* dengan menggunakan bantuan aplikasi STATA 16.0. Hasil penelitian menunjukkan bahwa petani PME memandang modal sosial sebagai sumber daya keunggulan kompetitif dari tingkat *temporary* hingga *sustainable*, yang dipertahankan melalui kegiatan kemasyarakatan khusus petani PME turun temurun. Faktor-faktor seperti pengalaman bertani, frekuensi komunikasi eksternal, kepercayaan sosial, kepercayaan institusional, dan norma kebajikan menentukan peluang petani membudidayakan PME. Analisis menegaskan bahwa modal sosial memberikan dampak positif pada produksi dan pendapatan usaha tani PME, dengan membantu akses sumber daya dan partisipasi dalam pengambilan keputusan kebijakan desa. Program-program yang diperkuat diharapkan mendorong kolaborasi dan pertukaran pengetahuan di Desa Salukanan, Kecamatan Baraka, Kabupaten Enrekang.

## ABSTRACT

The village of Salukanan, Enrekang Regency, is known as a center for local rice production with a unique variety called "*Pulu Mandoti Emas*" (PME), which is exclusively grown and passed down through generations in the village. Due to the lengthy cultivation process and high selling price of PME, the social capital of farmers is expected to enhance their motivation to continue cultivating PME. The objectives of this research are: (1) To understand the role of farmers' social capital as a competitive advantage in local rice farming of PME in Salukanan Village, Enrekang Regency; (2) To analyze the influence of social capital and other factors affecting farmers' decisions to cultivate PME in Salukanan Village, Enrekang Regency; (3) To analyze the influence of social capital on the production of PME in Salukanan Village, Enrekang Regency; and (4) To analyze the influence of social capital on the income of PME farming in Salukanan Village, Enrekang Regency. Data collection was conducted through direct observation and interviews with farmers in the Enrekang Regency Village. The sample size was determined using the Krejcie & Morgan method, consisting of 96 farmers as respondents, including 64 PME farmers and 32 non-PME farmers. Data analysis was performed using Resource-Based View (RBV-VRIO) analysis and Heckman Two-Step Selection Model test with the assistance of STATA 16.0 software. The research findings indicate that PME farmers perceive social capital as a source of competitive advantage from temporary to sustainable levels, sustained through specific community activities among PME farmers across generations. Factors such as farming experience, frequency of external communication, social trust, institutional trust, and ethical norms determine the likelihood of PME cultivation by farmers. The analysis confirms that social capital has a positive impact on PME farming production and income by facilitating resource access and participation in village policy decision-making. Strengthened programs are expected to encourage collaboration and knowledge exchange in Salukanan Village, Baraka District, Enrekang Regency.