



INTISARI

Tebu merupakan salah satu tanaman perkebunan yang tujuan pengelolaannya untuk usaha perkebunan, baik skala kecil maupun industri. D.I.Yogyakarta merupakan salah satu daerah penghasil tebu dan pemasok gula. Luas lahan perkebunan dan produktivitas tebu di D.I. Yogyakarta mengalami penurunan. Pupuk *custom* tebu merupakan pupuk anorganik hasil pengembangan pupuk NPK dan unsur hara lainnya. Penelitian ini bertujuan untuk mengukur tingkat persepsi petani terhadap pupuk *custom* tebu di D.I.Yogyakarta, membandingkan *willingness to pay* pupuk *custom* tebu di D.I.Yogyakarta dengan harga pupuk NPK non subsidi, dan menganalisis faktor-faktor yang mempengaruhi *willingness to pay* pupuk *custom* tebu di D.I.Yogyakarta. Penelitian dilakukan di Kabupaten Sleman, Kulon Progo, Bantul, dan Gunung Kidul. Pengambilan sampel dilakukan pada 40 orang petani tebu dengan menggunakan metode *quota sampling*. *Willingness to pay* (kesediaan petani membayar) pupuk *custom* tebu dianalisis menggunakan *Contingent Valuation Model* (CVM) dan regresi logistik biner untuk mengetahui faktor-faktor penentunya. Hasil penelitian menunjukkan bahwa persepsi petani terhadap keunggulan relatif, kesesuaian, ketidakrumitan, dan manfaat hasil pupuk *custom* tebu di D.I.Yogyakarta tergolong tinggi. Sementara itu, persepsi petani terhadap kemudahan untuk dicoba pupuk *custom* tebu di D.I.Yogyakarta tergolong rendah. Rata-rata nilai *willingness to pay* pupuk *custom* tebu sebesar Rp408.906 per 50 kg. Nilai *willingness to pay* pupuk *custom* tebu di D.I.Yogyakarta lebih tinggi daripada harga pupuk NPK non subsidi di pasaran. Faktor-faktor yang mempengaruhi *willingness to pay* pupuk *custom* tebu adalah pendidikan, persepsi terhadap ketidakrumitan, dan pengalaman.

Kata kunci: persepsi, *willingness to pay*, produktivitas, pupuk *custom*, tebu



ABSTRACT

Sugarcane is one of the plantation crops with management objectives for plantation businesses, both small-scale and industrial. Daerah Istimewa Yogyakarta is one of the sugarcane-producing areas and sugar suppliers. The area of sugarcane plantations and productivity in Daerah Istimewa of Yogyakarta has decreased. Customized sugarcane fertilizer is an inorganic fertilizer based on the development of NPK fertilizer and other nutrients. This research aims to measure the level of farmers' perception for customized sugarcane fertilizer in Daerah Istimewa Yogyakarta, compare the willingness to pay of customized sugarcane fertilizer in Daerah Istimewa Yogyakarta with the price of non-subsidized NPK fertilizer, and analyze the factors that influence the willingness to pay of customized sugarcane fertilizer in Daerah Istimewa Yogyakarta. The research was conducted in Sleman, Kulon Progo, Bantul, and Gunung Kidul. Sampling was carried out on 40 sugarcane farmers using the quota sampling method. The willingness to pay was analyzed using the Contingent Valuation Model (CVM) and binary logistic regression to define the determinant factors. The results showed that farmers' perception of relative advantage, compatibility, uncomplexity, and the benefits of customized sugarcane fertilizer in Daerah Istimewa Yogyakarta are higher. Meanwhile, farmers' perception of the trialability of customized sugarcane fertilizer in Daerah Istimewa Yogyakarta is lower. The average willingness to pay value for customized sugarcane fertilizer is Rp408.906 in 50 kg. The value of willingness to pay customized sugarcane fertilizer in Daerah Istimewa Yogyakarta is higher than the price of non-subsidized NPK fertilizer in the market. The factors that affect willingness to pay customized sugarcane fertilizer are education, perception of uncomplexity, and experience.

Keywords: perception, willingness to pay, productivity, sugarcane, customized fertilizer