

INTISARI

Potensi pengembangan pertanian organik di Indonesia mendorong isu sertifikasi sebagai jaminan atas dipraktikkannya proses secara organik dan sesuai dengan standar yang ditetapkan. Proses sertifikasi organik membutuhkan proses yang tidak mudah dan biaya yang tidak murah sehingga timbul permasalahan apakah petani mau melanjutkan sertifikasi organik untuk usaha taninya. Penelitian ini bertujuan untuk mengetahui : (1) tingkat kesediaan melanjutkan sertifikasi usaha tani padi organik di Kecamatan Sawangan, Kabupaten Magelang; (2) faktor - faktor yang memengaruhi petani dalam melanjutkan sertifikasi padi organik di Kecamatan Sawangan, Kabupaten Magelang. Penelitian dilakukan pada Gabungan Tani Organik Sawangan (GATOS) yang terletak di Kecamatan Sawangan, Kabupaten Magelang. Sampel sebanyak 100 petani diambil dengan metode *simple random sampling*. Nilai WTC sertifikasi padi organik diukur menggunakan Skala *Likert* dan dianalisis dengan metode analisis deskriptif. Hasil penelitian menunjukkan bahwa WTC sertifikasi padi organik di Kecamatan Sawangan, Kabupaten Magelang tergolong tinggi. Faktor-faktor yang berpengaruh signifikan meningkatkan *willingness to continue* sertifikasi padi organik yaitu status kepemilikan lahan milik sendiri, sedangkan usia, lama pendidikan, dan lama usaha tani padi organik menurunkan *willingness to continue* sertifikasi padi organik.

Kata kunci : *sertifikasi, padi organik, kesediaan petani untuk melanjutkan*

ABSTRACT

The potential for organic farming development in Indonesia has driven the issue of certification as a guarantee of organic processes implementation and in accordance with established standards. The organic certification process requires a process that is uneasy and costly, so the problem arises whether farmers will continue the organic certification for their farming businesses or not. This study aims to determine: (1) the level of willingness to continue (WTC) organic rice farming certification in Sawangan Sub-District, Magelang Regency; (2) factors that influence farmers in continuing organic rice certification in Sawangan Sub-District, Magelang Regency. The study was conducted at the Sawangan Organic Farmers Association (GATOS) located in Sawangan Sub-District, Magelang Regency. A sample of 100 farmers was taken using the simple random sampling method. The WTC value of organic rice certification was measured using the Likert Scale and analysed using descriptive analysis method. The results of the study showed that the WTC of organic rice certification in Sawangan District, Magelang Regency was relatively high. Land ownership status factors have positive and significant effect to the farmers WTC of organic rice certification, age, length of education, and length of organic rice farming will decrease the farmer's willingness to continue organic rice certification.

Keywords: *certification, organic rice, willingness to continue*