

INTISARI

Penelitian ini bertujuan untuk: 1) Mengetahui persepsi mahasiswa Prodi PKP UGM terhadap profesi penyuluh pertanian (2) Mengetahui faktor-faktor yang mempengaruhi persepsi mahasiswa Prodi PKP UGM terhadap profesi penyuluh pertanian (3) Mengetahui pengaruh persepsi terhadap minat mahasiswa Prodi PKP UGM untuk berkarir menjadi penyuluh pertanian. Penelitian ini menggunakan metode analisis deskriptif dengan pendekatan kuantitatif. Sampel penelitian adalah mahasiswa Prodi PKP UGM yang diambil secara *random sampling*. Jumlah sampel yang digunakan sebanyak 45 mahasiswa terdiri dari 15 mahasiswa angkatan 2020, 15 mahasiswa angkatan 2021, dan 15 mahasiswa angkatan 2022. Hasil penelitian menunjukkan bahwa 93,33% mahasiswa Prodi PKP UGM memiliki persepsi yang baik terhadap profesi penyuluh pertanian. Faktor yang berpengaruh positif terhadap persepsi mahasiswa yaitu pengetahuan, pengaruh teman sejurusan, dan akses informasi. Sementara itu, faktor-faktor yang tidak mempengaruhi persepsi mahasiswa yaitu umur, pengalaman, minat mata kuliah Prodi PKP, pengaruh orang tua, dan pengaruh lingkungan akademik. Persepsi berpengaruh positif pada minat mahasiswa terhadap profesi penyuluh pertanian yaitu sebagai karir setelah lulus dari Fakultas Pertanian UGM.

Kata kunci: persepsi, mahasiswa, minat, penyuluh pertanian, profesi

ABSTRACT

The study aims to: 1) Determine the perceptions of students in the Agricultural Extension and Communication Study Program at UGM towards profession of agricultural extension workers, 2) Identify the factors influencing the perceptions of students in the Agricultural Extension and Communication Study Program at UGM regarding the profession of agricultural extension workers, and 3) Determine the effect of perceptions towards interest of students in the Agricultural Extension and Communication Study Program at UGM to have a career as agricultural extension workers. This study uses a descriptive analysis method with a quantitative approach. The research sample consists of Agricultural Extension and Communication students at UGM and the samples are selected by using random sampling. The number of samples were 45 students, consisting of 15 students class of 2020, 15 students class of 2021, and 15 students class of 2022. The results show that 93.33% of Agricultural Extension and Communication students at UGM have a positive perception of the profession of agricultural extension workers. Factors positively affecting the student's perceptions include knowledge, influence from peers in the same field, and access to information. Meanwhile, factors that do not affecting student's perceptions include age, experience, interest in Agricultural Extension and Communication courses, parental influence, and the academic environment. Perception has a positive effect on student's interest in the profession of agricultural extension workers as a career after graduating from the Faculty of Agriculture at UGM.

Keywords: perception, students, interest, agricultural extension workers, profession