



## INTISARI

Penelitian ini bertujuan untuk 1) menganalisis keberlanjutan budidaya padi varietas Rojolele Srinuk sebagai inovasi baru di Kabupaten Klaten, dan 2) menganalisis faktor-faktor yang memengaruhi keberlanjutan budidaya padi varietas Rojolele Srinuk. Penelitian ini dilaksanakan di Kabupaten Klaten dengan sampel petani yang membudidayakan padi Rojolele Srinuk. Penelitian ini menggunakan pendekatan kuantitatif. Total responden dalam penelitian ini sebanyak 203 responden dengan menggunakan metode *multistage random sampling*. Analisis data menggunakan metode *Structural Equation Modelling* (SEM) program AMOS versi 24. Hasil penelitian menunjukkan bahwa kepribadian petani (internal) dan faktor lingkungan (eksternal) berpengaruh secara signifikan terhadap keberlanjutan budidaya padi Rojolele Srinuk. Kepribadian petani direfleksikan oleh *self-efficacy*, persepsi, dan motivasi. Manifest *self-efficacy* dan persepsi signifikan terhadap kepribadian petani. Faktor lingkungan direfleksikan oleh variabel manifest peran penyuluh, peluang pasar, dan ketersediaan sarana prasarana. Manifest peran penyuluh, peluang pasar, dan ketersediaan sarana prasarana signifikan terhadap faktor lingkungan. Nilai koefisien determinasi keberlanjutan budidaya padi Rojolele Srinuk sebesar 0,67. Artinya keberlanjutan budidaya padi Rojolele Srinuk sebesar 67% dipengaruhi oleh kepribadian petani dan faktor lingkungan, sedangkan 33% sisanya dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini. Aspek keberlanjutan budidaya padi Rojolele Srinuk yaitu ekonomi, sosial, dan lingkungan. Aspek sosial merupakan manifest yang paling mencerminkan keberlanjutan. Budidaya padi Rojolele Srinuk sebagai inovasi baru di Kabupaten Klaten dapat dikatakan berlanjut.

**Kata kunci:** keberlanjutan, budidaya padi Rojolele Srinuk, persepsi petani, peran penyuluh, aspek sosial.



## ABSTRACT

This study aims to 1) analyze the sustainability of Rojolele Srinuk rice cultivation as an innovation in Klaten Regency, and 2) analyze the factors that influence the sustainability of Rojolele Srinuk rice cultivation. This study was conducted in Klaten Regency with a sample of farmers who cultivate Rojolele Srinuk rice. This study uses a quantitative approach. The total respondents in this study were 203 respondents using the multistage random sampling method. Data analysis used the Structural Equation Modeling (SEM) method of the AMOS program version 24. The results of the study indicate that farmer personality (internal) and environmental factors (external) significantly influence the sustainability of Rojolele Srinuk rice cultivation. Farmer personality is reflected by self-efficacy, perception, and motivation. Manifest self-efficacy and perception are significant to farmer personality. Environmental factors are reflected by the manifest variables of the role of extension workers, market opportunities, and availability of infrastructure. Manifest roles of extension workers, market opportunities, and availability of infrastructure are significant to environmental factors. The coefficient of determination of the sustainability of Rojolele Srinuk rice cultivation is 0,67. This means that the sustainability of Rojolele Srinuk rice cultivation is 67% influenced by farmer personality and environmental factors, while the remaining 33% is influenced by other factors not examined in this study. The aspects of sustainability of Rojolele Srinuk rice cultivation are economic, social, and environmental. The social aspect is the manifest that best reflects sustainability. Rojolele Srinuk rice cultivation as an innovation in Klaten Regency can be said to be ongoing.

**Keywords:** sustainability, Rojolele Srinuk rice cultivation, farmer perception, role of extension workers, social aspects.