

FAKTOR PENENTU PERAN PENYULUH PERTANIAN DALAM PENERAPAN *GOOD AGRICULTURAL PRACTICES* (GAP) LADA PUTIH MWP DI PROVINSI BANGKA BELITUNG

INTISARI

Penelitian bertujuan untuk mengidentifikasi dan menganalisis peran penyuluh pertanian dalam penerapan GAP Lada. Populasi penelitian yaitu petani lada di Kabupaten Bangka Selatan, Tengah dan Barat. Sampel penelitian sebanyak 270 petani lada diambil secara *Multistage Random Sampling*. Analisis data menggunakan SEM (*Structural Equation Modeling*).

Hasil penelitian menunjukkan bahwa peran penyuluh pertanian dalam penerapan GAP Lada sebagai fasilitator dan motivator dengan tingkat capaian kategori Kadang-Kadang, penyuluh sebagai edukator, komunikator, konsultan dan mediator dengan tingkat capaian kategori Jarang. Penerapan *Good Agricultural Practices* (GAP) lada yang terdiri dari pemilihan dan pengolahan lahan (PpL), pengelolaan budidaya terpadu (PbT) dengan tingkat capaian kategori Kadang-Kadang, serta panen dan pascapanen (PcP) dengan tingkat capaian kategori Sering.

Peran penyuluh sebagai fasilitator, motivator, edukator, komunikator, konsultan dan mediator berpengaruh positif terhadap Penerapan GAP Lada dan Faktor Lingkungan, serta tidak berpengaruh terhadap faktor personal. Faktor personal yang terdiri dari motivasi dan persepsi memiliki pengaruh negatif terhadap penerapan GAP Lada, sedangkan faktor lingkungan terdiri dari Peran Keluarga dan Tokoh Masyarakat tidak berpengaruh terhadap penerapan GAP Lada.

Faktor penentu peran penyuluh pertanian dalam penerapan GAP Lada terdiri dari Peran penyuluh sebagai edukator, persepsi petani dan peran tokoh Masyarakat. Model Strategi peningkatan peran penyuluh dalam penerapan GAP lada terdiri dari peningkatan kapasitas penyuluh, peningkatan faktor personal yakni peningkatan motivasi dan mengubah persepsi negatif dan peningkatan faktor lingkungan yakni peningkatan keluarga dan tokoh masyarakat.

Kata kunci: Peran Penyuluh, GAP Lada, Persepsi, Motivasi, Peran Keluarga dan Tokoh Masyarakat.

**DETERMINING FACTORS FOR THE ROLE OF AGRICULTURAL
EXTENSION WORKERS IN THE IMPLEMENTATION OF *GOOD
AGRICULTURAL PRACTICES* (GAP) MWP WHITE PEPPER IN
BANGKA BELITUNG PROVINCE**

ABSTRACT

The study aims to identify and analyze the role of agricultural extension workers in the implementation of Pepper GAP. The study population is pepper farmers in the South, Central, and West Bangka Regencies. The research sample of 270 pepper farmers was taken by *Multistage Random Sampling*. Data analysis uses SEM (*Structural Equation Modeling*).

The results of the study show that the role of agricultural extension workers in the implementation of Pepper GAP as facilitators and motivators with the level of achievement in the category Sometimes, extension workers as educators, communicators, consultants, and mediators with the level of achievement in the Rare category. The application of *Good Agricultural Practices* (GAP) for pepper consists of land selection and cultivation (PpL), integrated cultivation management (PbT) with an achievement level in the Occasional category, and harvest and post-harvest (PcP) with an achievement level in the Frequent category.

The role of extension workers as facilitators, motivators, educators, communicators, consultants, and mediators has a positive effect on the implementation of Pepper GAP and Environmental Factors and does not affect personal factors. Personal factors consisting of motivation and perception have a negative influence on the implementation of Pepper GAP, while environmental factors consisting of the Role of Family and Community Leaders do not affect the implementation of Pepper GAP.

The determining factors for the role of agricultural extension workers in the implementation of Pepper GAP consist of the role of extension workers as educators, farmers' perceptions, and the role of community leaders. The strategy model to increase the role of extension workers in the implementation of Pepper GAP consists of increasing the capacity of extension workers, increasing personal factors, namely increasing motivation and changing negative perceptions, and increasing environmental factors, namely increasing family and community leaders.

Keywords: The Role of Extension Agents, Pepper GAP, Perception, Motivation, Family Role, and Community Leaders.