

**PERSEPSI PETERNAK SAPI POTONG TERHADAP
KINERJA PENYULUH MANDIRI DI DESA
KEDUNGREJO, KABUPATEN BLORA**

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INTISARI

Penelitian memiliki tujuan untuk mengetahui proses tahapan pelaksanaan penyuluhan mandiri di Desa Kedungrejo, menganalisis persepsi peternak sapi potong terhadap kinerja penyuluh mandiri, dan menganalisis karakteristik peternak (umur, tingkat pendidikan formal, pengalaman beternak sapi potong, jumlah kepemilikan sapi potong, dan keikutsertaan penyuluhan mandiri) dalam mempengaruhi persepsi peternak sapi potong. Pelaksanaan penelitian dilakukan pada bulan Oktober hingga Desember 2024. Penentuan responden dilakukan dengan *purposive* yang dipilih secara sensus yaitu sebanyak 35 responden. Metode pengumpulan data yang digunakan adalah metode survei. Kinerja penyuluh mandiri diukur dengan empat indikator yaitu produktivitas, responsivitas, responsibilitas, dan kualitas layanan. Instrumen penelitian yang digunakan yaitu kuesioner dengan lima tingkatan skala *Likert*. Data yang diperoleh kemudian dianalisis menggunakan analisis deskriptif kuantitatif dan analisis linear berganda. Hasil yang diperoleh dalam kajian ini adalah proses pelaksanaan penyuluhan mandiri meliputi identifikasi kebutuhan dan permasalahan peternak, mencari informasi, pelaksanaan penyuluhan, *monitoring*, dan evaluasi. Persepsi peternak sapi potong terhadap kinerja penyuluh mandiri termasuk dalam kategori baik berdasarkan skor rata-rata 86.45%. Secara simultan variabel umur, tingkat pendidikan formal, pengalaman beternak sapi potong, jumlah kepemilikan sapi potong, dan keikutsertaan penyuluhan mandiri berpengaruh signifikan terhadap persepsi peternak. Sedangkan secara parsial variabel yang berpengaruh signifikan terhadap persepsi peternak sapi potong adalah keikutsertaan penyuluhan mandiri.

(Kata kunci: Penyuluhan, Persepsi, Sapi Potong)

**PERCEPTIONS OF BEEF CATTLE FARMERS TOWARD THE
PERFORMANCE OF INDEPENDENT EXTENSION AGENTS
IN KEDUNGREJO VILLAGE, BLORA REGENCY**

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ABSTRACT

This study aimed to examine the stages of the implementation process of independent extension services in Kedungrejo Village, analysed beef cattle farmers' perceptions of the performance of independent extension agents, and assess the influence of farmers' characteristics (age, formal education level, farming experience, number of cattle ownerships, and participation in independent extension programs) on their perceptions. The research was conducted from October to December 2024. Respondents were selected using purposive with a census approach, involving 35 respondents. Data were collected through a survey method, and the performance of independent extension agents was measured using four indicators: productivity, responsiveness, responsibility, and service quality. The research instrument was a questionnaire utilizing a five-point Likert scale. The collected data were analysed using quantitative descriptive analysis and multiple linear regression analysis. The findings indicated that the implementation of independent extension services comprised several stages: identifying farmers' needs and problems, seeking information, conducting extension activities, monitoring, and evaluation. Farmers' perceptions of the performance of independent extension agents were categorized as good, with an average score of 86.45%. Simultaneously, the variables of age, formal education level, farming experience, number of cattle ownerships, and participation in independent extension programs significantly influenced farmers' perceptions. However, in a partial analysis, participation in independent extension programs was found to be the most significant factor affecting farmers' perceptions.

(Key word: Beef Cattle, Extension, Perception)