

PERSEPSI PETERNAK TENTANG INOVASI MINERAL BLOK PADA PEMELIHARAAN SAPI POTONG DI KELOMPOK TERNAK ANDINI MULYO KECAMATAN PLAYEN

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INTISARI

Persepsi peternak sapi potong tentang inovasi mineral blok merupakan cara pandang peternak mengenai inovasi mineral blok yang dapat menggambarkan kesiapan peternak dalam mengadopsi inovasi mineral blok. Penelitian ini bertujuan untuk menganalisis persepsi peternak tentang inovasi mineral blok berdasarkan karakteristik inovasi pada pemeliharaan sapi potong di kelompok ternak Andini Mulyo, Kecamatan Playen, Kabupaten Gunungkidul. Metode penelitian yang digunakan adalah survei. Metode pengambilan sampel dengan *random sampling* yaitu suatu metode dalam pengambilan sampel yang dilakukan secara acak. Teknik pengumpulan data menggunakan metode wawancara dengan alat bantu keusioner. Sampel penelitian adalah peternak sapi potong anggota kelompok ternak Andini Mulyo di Kecamatan Playen, Kabupaten Gunungkidul yang memelihara ternak sapi serta telah mengikuti pelatihan atau penyuluhan tentang mineral blok sebanyak 33 responden. Metode analisis yang digunakan dalam penelitian ini adalah metode analisis deskriptif. Berdasarkan hasil penelitian diketahui bahwa presentase capaian tingkat persepsi peternak tentang inovasi mineral blok pada indikator keuntungan relatif (60,61%), kesesuaian (57,58%), dan dapat diamati (57,58%) berada pada kategori baik. Presentase capaian tingkat persepsi peternak tentang inovasi mineral blok pada indikator kerumitan (39,38%) dan dapat diuji coba (42,42) berada dalam kategori cukup.

(Kata Kunci: Karakteristik Inovasi, Kelompok Ternak, Mineral Blok, Persepsi, Sapi Potong)

FARMERS' PERCEPTION OF MINERAL BLOCK INNOVATION IN BEEF CATTLE FARMIN IN THE ANDINI MULYO LIVESTOCK GROUP, PLAYEN DISTRICT

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ABSTRACT

The perception of beef cattle farmers regarding mineral block innovation is the farmers' view of mineral block innovation, which can illustrate their readiness to adopt mineral block innovation. This study aims to analyse farmers' perceptions of mineral block innovation based on the characteristics of innovation in beef cattle farming in the Andini Mulyo livestock group, Playen Subdistrict, Gunungkidul Regency. The research method used was a survey. The sampling method used was random sampling, which is a method of sampling conducted randomly. The data collection technique used was interviews with questionnaires. The research sample consisted of beef cattle farmers who were members of the Andini Mulyo livestock group in Playen Subdistrict, Gunungkidul Regency, who raised cattle and had participated in training or extension on mineral blocks, with a total of 33 respondents. The analysis method used in this study was descriptive analysis. Based on the results of the study, it is known that the percentage of farmers' perception of mineral block innovation in terms of relative advantage (60.61%), compatibility (57.58%), and observability (57.58%) is in the good category. The percentage of farmers' perception of mineral block innovation in terms of complexity (39.38%) and testability (42.42%) was in the adequate category.

(Keywords: Beef cattle, Characteristic of Innovation, Livestock Group, Mineral Block, Perception)