

PENGARUH KARAKTERISTIK DEMOGRAFI PETERNAK TERHADAP MOTIVASI BETERNAK SAPI PERAH DI KAPANEWON CANGKRINGAN KABUPATEN SLEMAN

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INTISARI

Penelitian ini bertujuan untuk mengetahui tingkat motivasi beternak dan pengaruh karakteristik demografi peternak terhadap motivasi beternak sapi perah di Kabupaten Sleman. Penelitian dilaksanakan dari bulan Mei – Desember 2025. Sampel yang diambil sebanyak 105 responden dengan pengambilan data menggunakan kuesioner. Penelitian menggunakan pendekatan kuantitatif dengan metode *puposive sampling*. Variabel yang digunakan yaitu karakteristik demografi yang terdiri dari umur (X_1), jumlah anggota keluarga (X_2), lama pendidikan (X_3), lama beternak (X_4), dan kepemilikan ternak (X_5) sedangkan variabel Y berupa motivasi beternak. Instrumen penelitian menggunakan Skala *Likert* 5 tingkat. Pengolahan data dilakukan dengan aplikasi SPSS 27 untuk mengetahui pengaruh variabel X terhadap Y dan analisis deskriptif metode *three box method* untuk menganalisis tingkat motivasi. Hasil penelitian menunjukkan bahwa 69,5% peternak sapi perah di Kabupaten Sleman masuk dalam usia produktif. Rata-rata jumlah anggota keluarga peternak di Kabupaten Sleman adalah 4-5 anggota keluarga dengan persentase 53,4%. Persentase pendidikan paling banyak yaitu SD sebesar 49,5%. Peternak dengan lama beternak paling banyak yaitu lebih dari 10 tahun dengan persentase 81,9%. Jumlah kepemilikan ternak rata-rata yang dimiliki peternak sapi perah di Kabupaten Sleman yaitu 2-5 UT dengan persentase 74,3%. Hasil penelitian menggunakan *three box method* untuk mengukur tingkat motivasi diketahui bahwa motivasi beternak sapi perah di Kabupaten Sleman masuk dalam kategori tinggi dengan skor paling banyak yaitu pada keutuhan keberadaan (*Existence*). Hasil uji regresi linier berganda menunjukkan bahwa variabel karakteristik demografi peternak berupa umur, jumlah anggota keluarga, lama pendidikan, lama beternak dan kepemilikan ternak signifikan berpengaruh terhadap motivasi beternak dengan signifikansi 90%. Variabel karakteristik demografi peternak secara simultan berpengaruh terhadap motivasi beternak sebesar 98% dan sisanya dipengaruhi oleh variabel lain.

Kata kunci: Kabupaten Sleman, Karakteristik demografi, Motivasi beternak, Sapi perah

THE EFFECT OF DEMOGRAPHIC CHARACTERISTICS OF FARMERS ON THEIR MOTIVATION TO RAISE DAIRY COWS IN CANGKRINGAN SUBDISTRICT SLEMAN REGENCY

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ABSTRACT

This study aims to determine the level of motivation for farming and the influence of farmers' demographic characteristics on the motivation for dairy farming in Sleman Regency. The study was conducted from May to December 2025. A sample of 105 respondents was taken, with data collected using a questionnaire. The study used a quantitative approach with purposive sampling. The variables used were demographic characteristics consisting of age (X_1), number of family members (X_2), length of education (X_3), length of farming (X_4), and livestock ownership (X_5), while variable Y was farming motivation. The research instrument used a 5-point Likert scale. Data processing was performed using SPSS 27 to determine the effect of variable X on Y and descriptive analysis using the three-box method to analyze the level of motivation. The results showed that 69.5% of dairy farmers in Sleman Regency were of productive age. The average number of family members of farmers in Sleman Regency was 4-5 family members with a percentage of 53.4%. The highest percentage of education was elementary school at 49.5%. The majority of farmers had been farming for more than 10 years, with a percentage of 81.9%. The average number of livestock owned by dairy farmers in Sleman Regency was 2-5 UT, with a percentage of 74.3%. The results of the study using the three-box method to measure motivation levels show that dairy farming motivation in Sleman Regency is in the high category, with the highest score in the *existence* category. The results of the multiple linear regression test showed that the demographic characteristics of farmers, such as age, number of family members, length of education, length of farming, and livestock ownership, significantly affect farming motivation with a significance of 90%. The demographic characteristics of farmers simultaneously affect farming motivation by 98%, with the remainder being influenced by other variables.

Keywords: Sleman regency, Demographic characteristics, Motivation to raise cattle, Dairy cattle