WILLINGNESS TO CONTINUE PETANI PADA USAHA TANI BAWANG MERAH DI KABUPATEN GUNUNGKIDUL
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Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

Penelitian ini dilakukan di Kapanewon Playen dan Kapanewon Wonosari, Kabupaten Gunungkidul, DIY pada tahun 2024. Penelitian ini bertujuan untuk mengetahui antara lain (1) tingkat produktivitas usaha tani bawang merah; (2) tingkat pendapatan usaha tani bawang merah; (3) *willingness to continue* petani pada usaha tani bawang merah; dan (4) pengaruh produktivitas, pendapatan, dan faktor lainnya terhadap *willingness to continue* petani pada usaha tani bawang merah. Sejumlah 80 sampel diambil dengan metode *purposive sampling* dengan kriteria petani di Kapanewon Playen dan Kapanewon Wonosari yang tergabung dalam kelompok tani dan menanam bawang merah setidaknya satu kali pada Oktober 2023–Oktober 2024. Metode analisis data yang digunakan antara lain perhitungan produktivitas untuk tingkat produktivitas, perhitungan pendapatan usaha tani untuk tingkat pendapatan, Skala Likert untuk analisis *willingness to continue,* dan regresi linear berganda dengan metode *Ordinary Least Squares* (OLS) untuk analisis faktor-faktor yang memengaruhi *willingness to continue* petani pada usaha tani bawang merah. Hasil penelitian menunjukkan tingkat produktivitas di Kapanewon Playen sebesar 5,8 ton/ha dan di Kapanewon Wonosari sebesar 6,36 ton/ha atau tergolong rendah. Rerata pendapatan di Kapanewon Playen sebesar Rp9.648.309,76/tahun dan di Kapanewon Wonosari sebesar Rp8.311.371,34/tahun atau tergolong rendah. *Willingness to continue* di Kapanewon Playen dan Kapanewon Wonosari tergolong tinggi. Faktor-faktor yang memengaruhi *willingness to continue* petani pada usaha tani bawang merah yaitu pengalaman petani, tingkat pendidikan formal petani, jenis kelamin petani, dan lokasi petani.

Kata kunci: usaha tani bawang merah, produktivitas, pendapatan, *willingness to continue*

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ABSTRACT

This research was conducted in the Playen Subdistrict and Wonosari Subdistrict, Gunungkidul Regency, Special Region of Yogyakarta in 2024. The objectives of this research were to determine (1) the shallot farming productivity; (2) the shallot farming income; (3) farmer's willingness to continue shallot farming; and (4) the influence of productivity, income, and other factors towards farmer's willingness to continue shallot farming. A total of 80 samples were chosen using purposive sampling method with the criteria of farmers in Playen Subdistrict and Wonosari Subdistrict who were in a farmers group and farmed shallot at least once in October 2023–October 2024. The data analysis methods used are productivity calculation to identify productivity rate, farming income calculation to identify income, Likert Scale to analyse willingness to continue, and multiple linear regression with Ordinary Least Squares (OLS) method to identify the factors that affect farmer's willingness to continue shallot farming. The research result shows the productivity rate in the Playen Subdistrict was 5,8 tons/ha and in the Wonosari Subdistrict was 6,36 tons/ha or was considered low. The average income in Playen Subdistrict was Rp9.648.309,76/year and in Wonosari Subdistrict was Rp8.311.371,34/year or was considered low. Willingness to continue in Playen Subdistrict and Wonosari Subdistrict was considered high. The factors that affected the farmer's willingness to continue shallot farming were farmer's experience, farmer's formal education level, farmer's gender, and farmer's location.

***Keywords**: shallot farming, productivity, income, willingness to continue*