Faktor-Faktor yang Memengaruhi Penanaman Meranti Merah oleh Anggota KTH Sidomaju di Kepuharjo,
Sleman, DIY
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FAKTOR-FAKTOR YANG MEMENGARUHI PENANAMAN MERANTI MERAH OLEH ANGGOTA KTH SIDOMAJU DI KEPUHARJO, SLEMAN, DIY

Oleh :
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INTISARI

Introduksi meranti merah di hutan rakyat Kalurahan Kepuharjo merupakan bagian dari program rehabilitasi lahan pascaerupsi Gunung Merapi tahun 2010. Meskipun seluruh anggota Kelompok Tani Hutan (KTH) Sidomaju memperoleh kesempatan yang sama untuk menanam, hanya sebagian petani yang memutuskan menanam meranti merah. Penelitian ini bertujuan menganalisis faktor-faktor yang memengaruhi keputusan petani dalam menanam meranti merah sebagai jenis introduksi serta mengidentifikasi tipologi petani berdasarkan pola pengambilan keputusannya. Penelitian ini menggunakan pendekatan kualitatif. Informan ditentukan secara sensus, terdiri atas 11 petani penanam meranti merah dan dua informan kunci. Data dikumpulkan melalui wawancara mendalam, observasi, dan studi dokumentasi, kemudian dianalisis menggunakan *thematic analysis*. Analisis faktor dilakukan menggunakan kerangka *Theory of Planned Behavior* (TPB) yang diperkaya dengan konsep *expected benefit* berdasarkan kerangka *Nature's Contributions to People* (NCP). Hasil penelitian menunjukkan bahwa manfaat material merupakan manfaat yang paling banyak diharapkan petani, diikuti manfaat *regulating* dan non-material. Semakin beragam manfaat yang diharapkan, semakin positif sikap petani terhadap penanaman meranti merah. Selain itu, petani dengan *subjective norm* yang kuat paling banyak jumlahnya dibanding petani dengan kategori kuat pada *attitude toward behavior* dan *perceived behavioral control. Subjective norm* dipengaruhi oleh dukungan program dan pengaruh sesama anggota kelompok tani. Berdasarkan kombinasi *expected benefit*, konstruk TPB, intensi, dan perilaku aktual, petani dikelompokkan ke dalam tiga tipologi, yaitu penanam yakin, penanam karena program, dan penanam karena kapasitas. Temuan ini menunjukkan bahwa keputusan petani menanam meranti merah dipengaruhi oleh interaksi antara manfaat yang diharapkan, sikap, pengaruh sosial, dan persepsi terhadap kemampuan mengelola penanaman.

Kata kunci: meranti merah, hutan rakyat, introduksi jenis, Theory of Planned Behavior, Nature's Contributions to People, tipologi petani.

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FACTORS INFLUENCING THE PLANTING OF RED MERANTI BY MEMBERS OF KTH SIDOMAJU IN KEPUHARJO, SLEMAN, DIY

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ABSTRACT

The introduction of red meranti into private forests in Kepuharjo Village was part of the post 2010 Mount Merapi eruption land rehabilitation program. Although all members of the Sidomaju Forest Farmer Group (KTH Sidomaju) had the same opportunity to plant red meranti, only some farmers decided to do so. This study aimed to analyze the factors influencing farmers' decisions to plant red meranti as an introduced species and to identify farmer typologies based on their decision making patterns. This study employed a qualitative approach. Informants were selected using the census method, consisting of 11 farmers who planted red meranti and two key informants. Data were collected through in depth interviews, observation, and document review, and subsequently analyzed using thematic analysis. Factor analysis was conducted using the Theory of Planned Behavior (TPB) framework enriched with the concept of expected benefit based on the Nature's Contributions to People (NCP) framework. The results showed that material benefits were the most expected benefits among farmers, followed by regulating and non-material benefits. The more diverse the expected benefits perceived by farmers, the more positive their attitude toward behavior of planting red meranti. In addition, farmers with strong subjective norm outnumbered those with strong attitude toward behavior and strong perceived behavioral control. Subjective norm was influenced by support from the introduction program and by fellow members of the forest farmer group. Based on the combination of expected benefit, TPB constructs, intention, and actual behavior, farmers were classified into three typologies: convinced planters, program driven planters, and capacity driven planters. These findings indicate that farmers' decisions to plant red meranti were influenced by the interaction among expected benefit, attitude toward behavior, subjective norm, and perceived behavioral control.

Keywords: *red meranti, community forest, introduced species, Theory of Planned Behavior, Nature's Contributions to People, farmer typology.*

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