

INTISARI

Penelitian ini dilakukan di Kecamatan Gamping, Kabupaten Sleman dengan tujuan mengetahui tingkat motivasi dan faktor-faktor yang mempengaruhi motivasi anggota wanita tani dalam pengolahan pangan local serta mengetahui pengaruh motivasi terhadap diversifikasi pangan di Kecamatan Gamping. Metode dasar yang digunakan adalah metode deskriptif dengan teknik survey. Dari Kecamatan Gamping dipilih tiga desa secara purposive desa sampel yang memiliki kelompok wanita tani dengan program pengolahan pangan local yaitu Desa Ambarketawang, Desa Balecaturn dan Desa Trihanggo. Dari masing-masing desa sampel secara purposive dipilih 2 kelompok wanita tani yang memiliki program pokok pengolahan pangan lokal. Dari masing-masing sampel kelompok wanita tani dipilih 10 sampel anggota secara acak sederhana, sehingga keseluruhan diperoleh 60 anggota kelompok wanita tani sebagai responden. Metode analisis yang digunakan adalah uji proporsi dan analisis regresi linier berganda. Rata-rata anggota wanita tani memiliki motivasi tinggi dalam pengolahan pangan lokal di Kecamatan Gamping Kabupaten Sleman artinya wanita tani ingin melakukan pengolahan pangan lokal. Persepsi dan peran ketua kelompok berpengaruh terhadap motivasi wanita tani. Persepsi berpengaruh positif, tetapi peran ketua kelompok berpengaruh negative terhadap motivasi anggota kelompok wanita tani dalam pengolahan pangan lokal. Umur, tingkat pendidikan, pekerjaan, keaktifan dan peran penyuluh tidak berpengaruh terhadap motivasi anggota wanita tani dalam pengolahan pangan lokal. Motivasi anggota kelompok wanita tani dalam pengolahan pangan local tidak berpengaruh nyata terhadap diversifikasi pangan di Kecamatan Gamping Kabupaten Sleman.

Kata Kunci: Motivasi, Wanita Tani, Pangan Lokal, Diversifikasi

ABSTRACT

This research was conducted in Gamping sub-district Sleman Regency with the purpose to determine the motivation level of women farmers group members to food processing and its influencing factors and knowing the effect of motivation to food diversification in Gamping Sub-district. Survey approached by descriptive was used in this research. From Gamping Sub-district was chosen purposively by three villages with the women farmer group food processing program which are Ambarketawang village, Balekatun village and Trihanggo village. From each of the sample village was chosen purposively by 2 sample women farmers group with the processing food program. From each women farmer group was taken 10 members with random simple, so as a whole, there were 60 women farmer group members as respondent. The analysis method used is proportion test and multiple linear regression analysis. The average women farmer has a high motivation on local food processing in Gamping Sub-District Sleman Regency. It means that the women farmers group members on local food processing was categorized want to local food processing. Perception and role of group leader influenced the motivation of women farmer group members. Perception has a positive effect but the role group leader has a negative influence on the motivation of women farmers group members to local food processing. Age, education, extension role, women farmer activeness do not affect the motivation of women farmers group members in local food processing. The motivation of women farmer group members in local food processing do not affect to food diversification in Gamping Sub-District Sleman Regency.

Keywords: *Motivation, Women Farmer, Local Food, Food Diversification.*