

ADOPSI INOVASI PETERNAKAN SAPI POTONG PADA SISTEM KANDANG KELOMPOK DI KECAMATAN BERBAH KABUPATEN SLEMAN YOGYAKARTA

Didit Agung Prabowo
03/167336/PT/04519

INTISARI

Penelitian ini bertujuan untuk mengetahui tingkat adopsi inovasi serta faktor-faktor karakteristik peternak yang mempengaruhi adopsi inovasi pemeliharaan sapi potong. Penelitian ini dilakukan pada bulan Agustus sampai September 2008 dengan metode survai. Lokasi penelitian bertempat di tiga Kelurahan yaitu Kelurahan Kalitirto, Kelurahan Tegaltirto dan Kelurahan Jogotirto di Kecamatan Berbah, Kabupaten Sleman, Yogyakarta. Jumlah responden yang diambil dalam penelitian ini adalah sebanyak 60 responden peternak yang dipilih secara *purposive sampling method*, *quota sampling method*, dan *convenience sampling method*. Analisis data menggunakan korelasi Pearson Product Moment dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa secara parsial umur, pengalaman, pendidikan, jumlah kepemilikan sapi berpengaruh signifikan terhadap tingkat adopsi. Koefisien determinasi sebesar 0,507 yang berarti bahwa 50,7% variansi dari adopsi inovasi dipengaruhi oleh variansi umur, pengalaman, pendidikan, dan jumlah kepemilikan ternak, sedangkan 49,3% dijelaskan oleh sebab-sebab yang lain yang tidak dapat dijelaskan dalam penelitian ini.

(Kata kunci : Peternakan sapi potong, Adopsi inovasi)

INNOVATION ADOPTION BEEF CATTLE FARMING OF GROUP HOUSING SYSTEM IN BERBAH SUB DISTRICT SLEMAN YOGYAKARTA

Didit Agung Prabowo
03/167336/PT/04519

ABSTRACT

The objectives of this research were to analyze the rate of innovation adoption and to discover the farmer's characteristic factors influencing adoption of innovation of cattle raising. This research was conducted from August until September 2008 by survey method in three villages of Berbah Sub District, Sleman Regency that were Kalitirto, Tegaltirto and Jogotirto. A sixty cattle farmers as respondents were selected by purposive sampling method, quota sampling method, and convenience sampling method. The data were analyzed using Pearson's Product Moment Correlation and Multiple Linear Regression. The result showed that partially age, experience in cattle raising, education, and number of cattle own influence to the rate of innovation adoption. Determination coefficient of 0.507 indicated that 50.7% variance of innovation adoption was determined by age, experience in cattle raising, education, and number of cattle own. While 49.3% contributed by other factors beyond this research.

(Key words : Beef cattle farming, Innovation adoption)