

HUBUNGAN BERBAGAI MDTIF USAHA BETERNAK AYAM KAMPUNG SECARA
KELCMPOK DENGAN PENDAPATAN: STUDI KASUS KELCMPOK PETERNAK
DI DESA TR3MJRTI KECAMATAN SRANDAKAN KABUPATEN BANTUL

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INTISARI

Penelitian ini dilakukan untuk mengetahui motif yang mendorong peternak ayam kampung berusaha secara kelompok, pendapatan peternak didalam kelompok peternak serta hubungan berbagai motif sebagai unsur penyusun motivasi dengan pendapatan dalam kelompok peternak ayam kampung. Penelitian ini dilaksanakan pada bulan September 2002 sampai November 2002. Metode yang digunakan adalah survei, dengan meteri penelitian 30 peternak yang bergabung dalam kelompok peternak dan pengumpulan data dilakukan secara *kuata random sampling* melalui observasi dan wawancara langsung dengan pedoman kuesioner yang telah diuji validitas dan reliabilitas. Data yang diperoleh ditabulasi dan dianalisis dengan uji korelasi Spearman. Hasil penelitian menunjukkan (56,7%) peternak bermotivasi tinggi dalam memelihara ayam kampung secara kelompok berdasarkan empat variabel motif. Pendapatan peternak memelihara ayam kampung secara kelompok Rp 24.510,00 per bulan. Hasil uji korelasi antara berbagai motif dengan pendapatan menunjukkan bahwa motif fasilitas mempunyai korelasi positif dengan pendapatan ($P < 0,01$), motif *respons* mempunyai korelasi positif dengan pendapatan peternak ($P < 0,1$) sedangkan dorongan rasa aman, dan ekonomi tidak ada korelasi dengan pendapatan. Untuk uji korelasi motivasi beternak ayam kampung secara kelompok dengan pendapatan juga menunjukkan korelasi positif ($P < 0,05$).

Kata kunci: (Motif, Ayam kampung, Pendapatan, Kelompok
Peternak)

THE RELATIONSHIP BETWEEN SOME MOTIVES OF THE FAFMER RAISING THE
NATIVE CHICKEN IN THE EAFMERS' GROUP AND THE INCOME: CASE
STUDY OF THE FARMERS' GROPS IN TRIMDRTI VILLAYE,
SRANDAKAN DISTRICT, BANTUL REGENCY

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ABSTRACT

The objectives of the research were to know the motives of the farmer to raise the native chicken in the farmer's group, the income of the native chicken farmer's, and the relationship between some motives as the element arranging of the motivation and the income of the native chicken farmer. The research was carried out from September 2002 to November 2002. The method used was survey method. The research materials were about 30 native chicken farmer's being the member of the farmer's group, and they were chosen as the respondents by kuata random sampling method. The data were collected by observation and direct interview using questioner instructions tested its validity and reliability. Data were analyzed using Spearman correlation test. The result of the research reveals that 56.7% the breeders have a high motivation in raising their chicken in a farmer's group based on four motives variable. The income of the breeder in raising they're chicken in a farmer's for about 24.510 rupiah each month. The result of the correlation test between the some motives and the income reveals that the facility motive has positive relations hip with the income ($P < 0.01$), the response motives has its positive correlation with the income of the breeders ($P < 0.1$) mean while the safety motives and the economy motives has no correlation with the income significantly. In testing the motivation correlation of the breeders in a farmer's group and the income shows a positive correlation also ($P < 0,05$).

Keywords:(motive, native chicken, income, farmer's
Group)