

INTISARI

Bawang merah merupakan komoditas yang potensial dikembangkan di lereng Gunung Sumbing, Temanggung. Bawang merah juga merupakan komoditas unggulan Kementerian Pertanian, dan Kementerian Pertanian telah melakukan perakitan dan diseminasi inovasi budidaya bawang merah melalui berbagai program, meskipun demikian produktivitas bawang merah di lereng Sumbing Temanggung selama ini rendah, karena perilaku petani yang tidak menerapkan inovasi, hal tersebut tersebut teridentifikasi sebagai perilaku resistan, yaitu petani secara terus menerus tidak menerapkan sebagian atau seluruh komponen inovasi budidaya bawang merah. Tujuan penelitian ini adalah (1) mengidentifikasi tingkat resistansi petani terhadap inovasi, (2) menganalisis faktor-faktor yang mempengaruhi resistansi petani terhadap inovasi budidaya bawang merah.

Penelitian menggunakan pendekatan *mixed method*, campuran tidak berimbang dengan pendekatan kuantitatif dengan tehnik survey sebagai pendekatan utama. Lokasi penelitian Desa Legoksari, Pagersari dan Losari Kecamatan Tlogomulyo, dan Desa Tanggulangin, Jetis dan Ngaditirto Kecamatan Selopampang. Sampel penelitian sebanyak 105 petani dipilih secara *simple random sampling* dan informan dipilih secara *purposive*. Tingkat resistansi petani dianalisis menggunakan uji proporsi dan faktor-faktor yang diduga mempengaruhi resistansi dianalisis menggunakan statistik parametrik regresi linier berganda.

Hasil analisis menunjukkan bahwa kurang dari 50 % petani memiliki resistansi tinggi, hal ini disebabkan : (1) ada komponen inovasi yang selalu diterapkan pada setiap musim tanam, (2) ada komponen inovasi yang selalu diterapkan petani hanya dalam satu musim tanam, dan (3) ada komponen inovasi yang hanya sesekali atau terkadang diterapkan petani. Faktor yang mempengaruhi resistansi petani adalah pengetahuan, norma subjektif dan sikap, dimana semakin rendah pengetahuan, norma subjektif dan sikap petani terhadap inovasi maka tingkat resistansi petani semakin tinggi. Faktor lain yang menyebabkan resistansi adalah karena bawang merah bukan komoditas utama bagi petani. Implikasi kebijakan penelitian adalah peningkatan peran petani inovatif untuk memunculkan kesadaran, pengetahuan, norma subjektif dan sikap petani terhadap inovasi budidaya bawang merah,

Kata Kunci : Resistansi, petani, inovasi, bawang merah

ABSTRACT

Shallots as one of the potential commodities in Sumbing slope, Temanggung. Shallots are also a national superior commodity, and the Ministry of Agriculture has carried out the assembly and dissemination of shallot cultivation innovations through various programs. Nevertheless, the productivity of shallots on the slopes of Sumbing Temanggung has been low, due to the behavior of farmers who have not applied innovation. This condition was identified as resistance behavior and it means that farmers continuously did not implement part or all components of the onion cultivation innovation. The purpose of the study were (1) to identify the level of resistance of farmers to innovation, and (2) to analyze the factors of the farmers' resistance to shallots cultivation innovation.

The research was used mixed method approach wich the combine is not balanced where a quantitative approach with survey techniques as the main approach. The study areas were in the Legoksari, Pagersari and Losari Villages of Tlogomulyo District, and Tanggulangin, Jetis and Ngaditirto Villages in the Selopampang District. The sample consists of 105 farmers selected randomly and the informants selected purposively. Farmer resistance levels were analyzed using proportion test and factors thought to influence resistance were analyzed using parametric statistical multiple linear regression.

The analysis shows that several farmers (less than 50%) have high resistance. Farmers indicated a high resistance that (1) there is an innovative component which is always applied in every planting season, (2) there is an innovative component which is always applied by farmers in only one planting season, and (3) there is an innovation component that is only occasionally or sometimes applied by farmers. Factors influencing farmer resistance are knowledge, subjective norms and attitudes. The lower the knowledge, subjective norms and attitudes of farmers towards innovation will the higher the level of resistance of farmers. Also, shallots are not a major commodity for farmers. The results further suggest is increasing role of innovative farmers to raise awareness, knowledge, subjective norms and attitudes of farmers towards shallots cultivation innovation.

Keywords: Resistance, farmers, innovation, shallots