

**MOTIVASI PETERNAK ITIK DALAM MENGIKUTI PROGRAM
PEMBERDAYAAN YBM BRI DI DESA BASIN
KECAMATAN KEBONARUM KLATEN**

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INTISARI

Desa Basin merupakan salah satu daerah penghasil ternak itik di Kabupaten Klaten. Sejumlah peternak itik di Desa Basin dalam menjalankan usahanya mengikuti program pemberdayaan sebagai upaya pengembangan usaha. Penelitian ini bertujuan untuk mengetahui tingkat motivasi peternak dalam mengikuti program pemberdayaan serta untuk mengetahui jenis motivasi yang paling berperan dalam mendorong peternak mengikuti program pemberdayaan. Penelitian dilakukan secara sensus dengan metode survey terhadap 30 peternak itik di Desa Basin, Klaten yang menjadi penerima program pemberdayaan. Motivasi diukur dengan metode *self report* dan melalui alat instrumen berupa kuesioner dengan menggunakan skala Likert. Analisis statistik dilakukan untuk menguji validitas dan reliabilitas kuisisioner, serta dilakukan analisis statistika dasar untuk menentukan tingkat motivasi dan jenis motivasi yang paling berpengaruh. Motivasi peternak dalam mengikuti program pemberdayaan mendapatkan rata-rata skor 64 ± 14 dengan sebaran tingkat motivasi kategori tinggi sebanyak 43,33%, kategori sedang sebanyak 43,33%, dan tingkat motivasi kategori rendah memiliki sebaran paling sedikit yaitu sejumlah 13,33%. Hal tersebut dimungkinkan karena adanya sejumlah bantuan yang ditawarkan dalam program pemberdayaan memotivasi peternak untuk mengikuti program. Motivasi sosial terlihat sebagai jenis motivasi yang memiliki skor tertinggi dalam mendorong peternak mengikuti program pemberdayaan. Melalui bantuan berupa pengelompokan, peternak mendapatkan banyak manfaat mulai dari kemudahan pertukaran informasi, kemudahan pemasaran, hingga kemudahan memperoleh kredit modal.

Kata Kunci: Motivasi, Pemberdayaan, Peternak Itik, Tingkat Motivasi

**MOTIVATION OF DUCK FARMERS IN FOLLOWING YBM BRI
EMPOWERMENT PROGRAMS IN BASIN VILLAGE
KEBONARUM DISTRICT KLATEN**

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ABSTRACT

Basin Village is one of the duck-producing areas in Klaten Regency. A number of duck farmers in the Basin Village in conducting their business follows an empowerment program as an effort to develop their business. This study aims to determine the level of farmers motivation in participating in empowerment programs and to find out the types of motivation that play the biggest role in encouraging farmers to participate in empowerment programs. The study was conducted in a census using a survey method of 30 duck farmers in Basin Village, Klaten who was the recipient of an empowerment program. Motivation is measured by self report method and through an instrument in the form of a questionnaire using Likert scale. Statistical analysis was conducted to test the validity and reliability of the questionnaire, as well as a basic statistical analysis to determine the level of motivation and the type of motivation that was most influential. Farmers motivation in participating in empowerment programs have average score of 64 ± 14 , with the distribution of farmer with high level motivation as high as 43,33%, moderate level motivation 43,33%, while the low level of motivation has the lowest distribution of 13,33%. This is possible because there are a number of assistance offered in the empowerment program motivating farmers to join the program. Social motivation is seen as a type of motivation that has the highest score in encouraging farmers to join empowerment programs. Through assistance in the form of grouping, farmers get many benefits ranging from the ease of exchange of information, ease of marketing, to the ease of obtaining capital loans.

Keywords: Duck Farmers, Empowerment, Motivation, Motivation Level