

THE DIFFERENCE LEVEL OF ECONOMIC MOTIVE IN CATTLE RAISING BASED ON THE CHARACTERISTIC OF FARMERS IN FARMER GROUP SEDYAMAKMUR, NGENEMPLAK, SLEMAN

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ABSTRACT

This research was purposed to analyze the difference level of economic motives based on the characteristic of farmers in the demographic and the pschyology of farmers in farmer group Sedyamakmur, located in Ngenemplak 1, Umbul Martani, Kecamatan Ngenemplak, Kabupaten Sleman. The research was involving 28 cattle farmers. Data was collected in august until september 2019 through live interview using question that had been tested its validity and reliability. Data analysis is comparing two independent sample using the Mann-Whitney U-Test. The result show that the farmer age, the amount of cattle and the farmer attitude toward innovation is not showing difference in economic motive, meanwhile the difference in levels of education ($P \leq 0,05$) and the experience in cattle raising ($P \leq 0,10$) show difference in economic motive. It is concluded that difference of economic motive on farmers differs in the high level of formal education (≥ 12 years) have a high economic motive compared to the low level of formal education (< 12 years). Difference economic motive on the long experience in cattle raising (> 5 years) have a high economic motive compared to the low experience in cattle (≤ 5 years).

(Keywords : Characteristic of Farmers, Economic Motive, Cattle)