

## INTISARI

Penelitian ini bertujuan mengetahui 1) motivasi petani dalam pengembangan agribisnis kakao di Desa Nglanggeran, Kecamatan Patuk, Kabupaten Gunungkidul, 2) faktor-faktor yang memengaruhi motivasi petani dalam pengembangan agribisnis kakao di Desa Nglanggeran, Kecamatan Patuk, Kabupaten Gunungkidul, 3) faktor-faktor yang memengaruhi pengembangan agribisnis kakao di Desa Nglanggeran, Kecamatan Patuk, Kabupaten Gunungkidul. Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan pendekatan kuantitatif. Pengambilan sampel, yang terdiri dari 60 petani anggota dari 5 kelompok tani, dilakukan dengan metode acak sederhana. Metode analisis yang digunakan adalah uji proporsi dan analisis regresi linear berganda. Hasil analisis menunjukkan bahwa 95 persen petani menyatakan bahwa motivasi petani dalam pengembangan agribisnis kakao di Desa Nglanggeran, Kecamatan Patuk, Kabupaten Gunungkidul termasuk tinggi. Faktor-faktor yang memengaruhi motivasi petani dalam pengembangan agribisnis kakao di Desa Nglanggeran, Kecamatan Patuk, Kabupaten Gunungkidul adalah umur, keaktifan dalam kegiatan penyuluhan, dan peran penyuluh. Faktor-faktor yang tidak berpengaruh terhadap motivasi petani dalam pengembangan agribisnis kakao di Desa Nglanggeran, Kecamatan Patuk, Kabupaten Gunungkidul adalah tingkat pendidikan, sikap terhadap pengembangan agribisnis, peran ketua kelompok tani, dan peran kelompok tani. Selanjutnya faktor-faktor yang memengaruhi pengembangan agribisnis kakao di Desa Nglanggeran, Kecamatan Patuk, Kabupaten Gunungkidul adalah motivasi petani dalam pengembangan agribisnis kakao dan sikap petani terhadap pengembangan agribisnis. Faktor-faktor yang tidak berpengaruh terhadap pengembangan agribisnis kakao di Desa Nglanggeran, Kecamatan Patuk, Kabupaten Gunungkidul adalah umur dan tingkat pendidikan.

Kata Kunci: Motivasi, Pengembangan Agribisnis, Desa Nglanggeran, Kecamatan Patuk, Kakao

Mengetahui,

Dosen Pembimbing Utama

Dosen Pembimbing Pendamping

Dr. Ir. Roso Witjaksono, M.S

Alia Bihrajihant Raya, S.P., M.P., Ph.D

## ABSTRACT

*This research was conducted with the aim of knowing 1) the motivation of farmers in developing cocoa agribusiness in Nglanggeran Village, Patuk Subdistrict, Gunungkidul Regency, 2) factors that influence the motivation of farmers in developing cocoa agribusiness in Nglanggeran Village, Patuk Subdistrict, Gunungkidul Regency, 3) factors that influence the development of cocoa agribusiness in Nglanggeran Village, Patuk Subdistrict, Gunungkidul Regency. The method used in this research is descriptive method with quantitative approach. Sampling of respondents was carried out by simple random sampling method. The sample was taken randomly from all members of the farmer groups in Nglanggeran Village. Sampling which consisted of 60 member farmers from 5 farmer groups, was carried out using a simple random method. The analytical method used is the proportion test and multiple linear regression analysis. The analysis showed that 95 percent of farmers stated that the motivation of farmers in developing cocoa agribusiness in Nglanggeran Village, Patuk District, Gunungkidul Regency was high. Factors that influence the motivation of farmers in developing cocoa agribusiness in Nglanggeran Village, Patuk Subdistrict, Gunungkidul Regency include age, activeness in extension activities, and the role of extension workers. Factors that did not significantly influence the motivation of farmers in the development of cocoa agribusiness in Nglanggeran Village, Patuk Subdistrict, Gunungkidul Regency included levels of education, attitudes towards agribusiness development, the role of farmer group leaders, and the role of farmer groups. Furthermore, the development of cocoa agribusiness in Nglanggeran Village, Patuk SubSubdistrict, Gunungkidul Regency showed a development rate of 65.05% which was classified as a developing category. Factors that influence the development of cocoa agribusiness in Nglanggeran Village, Patuk Subdistrict, Gunungkidul Regency, include farmer's 'motivation in developing cocoa agribusiness and farmer's attitudes towards agribusiness development. Factors that did not significantly affect the development of cocoa agribusiness in Nglanggeran Village, Patuk Subdistrict, Gunungkidul Regency were age and level of education.*

*Keywords: Motivation, Agribusiness Development, Nglanggeran Regency, Patuk Subdistrict, Cocoa*

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