

INTISARI

Penelitian ini bertujuan untuk menganalisis (1) sikap petani terhadap program *Corporate Farming*, (2) kinerja program *Corporate Farming*, (3) partisipasi petani terhadap program *Corporate Farming*, (4) tingkat kesediaan petani melanjutkan program *Corporate Farming*, (5) faktor-faktor yang mempengaruhi kesediaan petani untuk melanjutkan program. Penelitian ini dilakukan secara *purposive sampling* dengan mensensus 51 petani pemilik-penggarap, anggota dari Kelompok Tani Barokah yang telah menerapkan program CF. Pernyataan yang digunakan dalam penelitian ini diuji dengan menggunakan uji validitas dan reliabilitas. Data penelitian dianalisis dengan menggunakan uji proporsi, interval skor, uji Z dan model *Ordinary Least Square* (OLS). Hasil penelitian menunjukkan bahwa (1) sikap petani terhadap program *Corporate Farming* adalah positif dengan 73 persen petani Kelompok Tani Barokah menerima program dengan senang hati, (2) kinerja program *Corporate Farming* termasuk sedang sebesar 62,89 persen, (3) tingkat partisipasi petani terhadap program *Corporate Farming* juga termasuk sedang sebesar 64,77 persen dengan partisipasi eksekusi sebesar 74,21 persen (tinggi), partisipasi inisiasi sebesar 60,78 persen (sedang) dan partisipasi legitimasi 59,33 persen (sedang), (4) tingkat kesediaan petani untuk melanjutkan program *Corporate Farming* termasuk sedang sebesar 67,42 persen, (5) kesediaan petani untuk melanjutkan program *Corporate Farming* dipengaruhi secara positif dan signifikan oleh sikap petani terhadap program CF, partisipasi petani, kinerja program CF dan pendidikan.

Kata kunci: *Corporate farming*, Kelompok Tani Barokah, kesediaan melanjutkan, partisipasi, OLS

ABSTRACT

This study aims to analyze (1) the attitudes of farmers towards Corporate Farming program, (2) the performance of the Corporate Farming program, (3) the farmers' participation in the Corporate Farming program, (4) the level of farmers' willingness to continue the Corporate Farming program, (5) factors that affect farmers' willingness to continue the program. This research was conducted by purposive sampling by census 51 farmer owner-cultivators, members of the Barokah Farmers Group who have implemented the CF program. The statements used in this study were tested using validity and reliability tests. The research data were analyzed using proportion test, interval score, Z test and Ordinary Least Square (OLS) model. The results showed that (1) the attitude of farmers towards the Corporate Farming program was positive with 73 percent of farmers in the Barokah Farmers Group receiving the program gladly, (2) the performance of the Corporate Farming program was moderate at 62.89 percent, (3) the level of farmer participation in the Corporate Farming program also includes moderate 64.77 percent with execution participation of 74.21 percent (high), initiation participation of 60.78 percent (moderate) and legitimate participation of 59.33 percent (moderate), (4) the level of farmers' willingness to continue the Corporate Farming program was moderate by 67.42 percent, (5) the farmers' willingness to continue the Corporate Farming program is positively and significantly affected by farmers' attitudes towards the CF program, farmer participation, CF program performance and education.

Keywords: *Barokah Farmers Group, Corporate farming, participation, OLS, Willingness to Continue*