

**KINERJA ORGANISASI TAMAN TEKNOLOGI PERTANIAN DI ERA
DIGITAL FARMING DAN PENGARUHNYA TERHADAP CAPAIAN
LITERASI INFORMASI PETANI DI KABUPATEN PACITAN**

INTISARI

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Penelitian bertujuan untuk menganalisa dinamika organisasi, kepuasan kerja dan perilaku prososial pengelola Taman Teknologi Pertanian (TTP) Pringkuku pasca pelimpahan pengelolaan dari pemerintah pusat ke pemerintah daerah hingga dampaknya terhadap capaian literasi informasi petani. Penelitian di Kabupaten Pacitan pada Februari-April 2020 menggunakan pendekatan *mixed method*. Responden penelitian 167 orang petani yang diambil secara acak dan informan 10 pengelola TTP Pringkuku yang dipilih secara sengaja. Data kualitatif dianalisa deskriptif naratif dan data kuantitatif dianalisa menggunakan statistik parametrik (Uji Proporsi Z-tabel dan Uji Model *Confirmatory Factor Analysis-Structural Equation Modeling*). Hasil penelitian yaitu dinamika organisasi TTP Pringkuku terjadi karena perubahan sumber dan jumlah anggaran, perubahan struktur kelembagaan, dan beban dalam mengembangkan plasma nutfah sapi potong. Tujuan organisasi telah memenuhi kriteria spesifik, dapat diukur, dapat diterima, realistis, meskipun waktu pencapaiannya tidak instan. Gerak TTP Pringkuku berasal dari kekuatan internal organisasi meliputi gaya kepemimpinan yang cenderung transformasional, kepuasaan kerja dan perilaku prososial pengelola serta eksternal dari penilaian petani terhadap kinerja organisasi. Capaian literasi informasi rendah karena (a) frekuensi petani belajar di TTP Pringkuku 1-2 kali dengan capaian motivasi petani tertinggi yaitu untuk memenuhi kebutuhan *existence*, (b) sikap petani ragu-ragu terhadap informasi teknologi pertanian karena pertimbangan biaya dan rumitnya komponen teknologi, dan (c) lebih dari 50% petani menilai kinerja organisasi belum efektif menjalankan fungsinya. Informasi teknologi pertanian yang didiseminasikan belum lengkap baik di kebun percontohan maupun melalui *website*/media sosial, sehingga petani ragu-ragu memahami informasi yang diterimanya. Model pembangunan literasi informasi petani secara simultan dipengaruhi oleh faktor *personality* petani yang direfleksikan oleh motivasi dan sikap dan faktor *environment* petani berasal dari kinerja organisasi TTP Pringkuku yang dicerminkan oleh fungsi diseminasi, penyuluhan/pelatihan, membangun kewirausahaan, dan menjadikan kawasan agro-edukasi wisata. Semakin organisasi TTP Pringkuku meningkatkan kinerjanya di kebun percontohan dan *website*/media sosial dan semakin petani ingin serta setuju terhadap informasi teknologi pertanian, maka semakin tinggi capaian literasi informasi petani.

Kata Kunci: *Digital Farming*, Literasi Informasi, TTP Pacitan.

***PERFORMANCE OF AGRICULTURAL TECHNOLOGY PARK
ORGANIZATION IN DIGITAL FARMING ERA AND ITS EFFECT
TOWARD ACHIEVEMENT OF FARMERS' INFORMATION LITERACY
IN PACITAN DISTRICT***

ABSTRACT

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The research aims to analyzed organizational dynamics, behavior of Pringkuku Agricultural Technology Park (TTP) teams after delegationed from the central to local government, and its effect to achievement information literacy of farmers. Research in Pacitan district on February-April 2020 and used a mixed method approach. Respondents were 167 farmers who were taken randomly and the informants were 10 TTP Pringkuku teams who were chosen purposively. Qualitative data were analyzed descriptive and quantitative data used parametric statistics (Z-table Proportion and Structural Equation Modeling Test). The results showed that organizational dynamics caused of changes in sources and amounts of budget, structure, and burdened of developing beef cattle germplasm. Organizational goals were specific, measurable, acceptable, realistic, even though accomplishment time was not instantaneous. The organizational strenghts came from a leadership style that tended to be transformational, job satisfaction and prosocial behavior of teams, and farmers' assessed of organizational performance. The achievement information literacy of farmers were low because (a) frequency of learned at TTP Pringkuku 1-2 times with motivation fulfilled existence needed, (b) farmers' attitude were doubted toward agricultural technology information caused cost and complexity, and (c) farmers (>50%) assessed that organizations performance has not yet been effective on demonstration plot and website/social media. The information literacy of farmers model was simultaneously influenced by farmers' personality factors which were reflected by motivation and attitudes and farmers' environmental factors derived from the performance of the TTP Pringkuku organization which were reflected by the functions of dissemination, extension, building entrepreneurship, and making agro-educational tourism areas.

Keyword: *Digital Farming, Information Literacy, TTP Pacitan.*