

INTISARI

Pertanian organik sudah waktunya menjadi alternatif bentuk pengelolaan lahan masa kini dan utamanya masa yang akan datang. Walaupun sistem ini mulai dikembangkan dan menunjukkan tren yang cukup menggembirakan, namun tidak serta merta menjadi dominan. Banyak motif yang mempengaruhi petani dalam berusahatani organik. Motif yang penting untuk digali selain motif ekonomi, kesehatan dan lingkungan, adalah motif *warm-glow*. tujuan penelitian ini: (1) Mengetahui hubungan antara motif ekonomi, kesehatan, lingkungan dan *warm-glow*. (2) Mengetahui pengaruh motif ekonomi, kesehatan, lingkungan dan *warm-glow* terhadap kepuasan petani berusahatani organik. (3) Mengetahui pengaruh motif ekonomi, kesehatan, lingkungan, *warm-glow* dan kepuasan petani terhadap intensi petani melanjutkan usahatani organik. Penelitian dilakukan pada Bulan April 2018 hingga September 2019. Wawancara dilakukan terhadap 259 responden petani di kedua propinsi. Di propinsi Daerah Istimewa Yogyakarta, terdiri dari 49 petani salak dan 41 petani padi di Kecamatan Pakem Kabupaten Sleman. Di Propinsi Jawa Tengah, wawancara dilakukan terhadap 22 petani sayuran di Kecamatan Getasan Kabupaten Semarang dan 147 petani padi di Kecamatan Sawangan Kabupaten Magelang. Wawancara secara mendalam dilakukan kepada tokoh kunci seperti ketua kelompok tani maupun gabungan kelompok tani. Data lapangan dianalisis dengan Metode Analisis Tabel dan Model Persamaan Struktural (SEM) menggunakan program software AMOS 21.00. Hasil penelitian: pertama, Hubungan antara motif *warm-glow* petani dengan motif ekonomi, kesehatan dan lingkungan adalah signifikan dan positif. Kedua, secara mandiri, motif *warm-glow* berpengaruh positif sebesar 54,2%, sedangkan motif lingkungan berpengaruh negatif sebesar 30% terhadap kepuasan petani berusahatani organik. Ketiga, Motif *warm-glow* tidak secara signifikan berpengaruh terhadap intensi petani melanjutkan usahatani organik, demikian juga dengan motif ekonomi dan kesehatan. Justru motif lingkungan yang secara signifikan berpengaruh terhadap intensi petani melanjutkan usahatani organik

Kata kunci: motif, ekonomi, kesehatan, lingkungan, *warm-glow*, kepuasan, intensi, organik.

ABSTRACT

It is time for organic farming to become an alternative form of land management today and especially in the future. Although this system has begun to be developed and shows a quite encouraging trend, it does not necessarily become dominant. Many motives influence farmers in organic farming. An important motive to explore apart from economic, health and environmental motives is the warm-glow motif. The purpose of this study: (1) To determine the relationship between economic motives, health, environment and warm-glow. (2) Knowing the effect of economic, health, environmental and warm-glow motives on the satisfaction of organic farming farmers. (3) Knowing the effect of economic motives, health, environment, warm-glow and farmer satisfaction on farmers' intentions to continue organic farming. The study was conducted from April 2018 to September 2019. Interviews were conducted with 259 farmer respondents in both provinces. In the Province of the Special Region of Yogyakarta, consisting of 49 salak farmers and 41 rice farmers in Pakem District, Sleman Regency. In Central Java Province, interviews were conducted with 22 vegetable farmers in Getasan District, Semarang Regency and 147 rice farmers in Sawangan District, Magelang Regency. In-depth interviews were conducted with key figures such as the head of the farmer group and farmer group associations. Field data were analyzed by Table Analysis Method and Structural Equation Model (SEM) using AMOS 21.00 software program. The results of the study: first, the relationship between farmers' warm-glow motives with economic, health and environmental motives is significant and positive. Second, independently, the warm-glow motif has a positive effect of 54.2%, while the environmental motive has a negative effect of 30% on the satisfaction of organic farming farmers. Third, the warm-glow motive does not significantly affect the farmers' intention to continue organic farming, as well as the economic and health motives. It is precisely environmental motives that significantly affect the intention of farmers to continue organic farming.

Keywords : motive, economy, health, environment, warm-glow, satisfaction, intention, organic.