

ANALISIS PENGARUH KARAKTERISTIK PETERNAK BABI SUB URBAN DAN URBAN DI KOTA KUPANG TERHADAP PERSEPSI PERUBAHAN SISTEM PEMELIHARAAN DARI EKSTENSIF KE SEMI INTENSIF

INTISARI

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Penelitian ini dilaksanakan dengan tujuan yaitu: 1) Menganalisis perbedaan karakteristik dan persepsi peternak babi di kota kupang (urban) dengan peternak babi di pinggiran Kota Kupang (sub urban), 2) Menganalisis pengaruh karakteristik demografi, motivasi ekonomi dan tingkat kosmopolitan serta perbedaan wilayah terhadap persepsi peternak babi Kota Kupang (urban dan sub urban). Penelitian dilaksanakan di Kecamatan Oebobo sebagai wilayah urban dan Kecamatan Alak sebagai wilayah sub urban di Kota Kupang, pada bulan Juni sampai Agustus 2016. Materi yang digunakan sebanyak 60 responden yang dipilih secara *purposive convenience sampling* dengan rincian 30 responden dari lokasi urban dan 30 responden dari lokasi sub urban dengan alat bantu kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis deskriptif dilakukan untuk menggambarkan karakteristik dan kategori dari variabel-variabel persepsi peternak sedangkan analisis pengaruh faktor demografi, motivasi ekonomi dan tingkat kosmopolitan peternak terhadap persepsi menggunakan analisis regresi linear berganda dengan dummy variabel berdasarkan lokasi. Hasil penelitian menunjukkan bahwa terdapat perbedaan persepsi antara peternak babi urban dan sub urban ($P \leq 0,01$). Karakteristik yang berpengaruh positif terhadap persepsi tentang perubahan sistem pemeliharaan dari ekstensif ke semi intensif adalah kepemilikan ternak ($P \leq 0,01$), motivasi ekonomi ($P \leq 0,05$), tingkat kosmopolitan ($P \leq 0,05$) dan dummy lokasi. Kesimpulan dalam penelitian ini adalah persepsi peternak urban tentang peralihan sistem pemeliharaan dari pola ekstensif menjadi semi intensif lebih baik daripada peternak babi sub urban. Karakteristik yang berpengaruh positif terhadap persepsi perubahan sistem pemeliharaan dari ekstensif ke semi intensif adalah kepemilikan ternak, motivasi ekonomi, dan perilaku komunikasi.

Kata kunci: Babi, Persepsi, Sub urban, Urban, Ekstensif, Semi intensif.

THE INFLUENCE OF CHARACTERISTICS OF SUB URBAN AND URBAN'S
PIG FARMERS IN KUPANG ON THE PERCEPTION TOWARDS PIG FARMING
SYSTEM CHANGES FROM EXTENSIVE INTO SEMI INTENSIVE

ABSTRACT

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The objectives of this research were: 1) to analyze the differences characteristics and perceptions between pig farmers in urban areas with pig farmers in the sub urban, 2) to analyze the influence of demographic, economic motivation, cosmopolitan level and regional differences towards the perception of pig farmers in urban and sub urban of Kupang. The research was conducted in the sub district Oebobo as the urban area and the sub district Alak as the sub urban area in Kupang City, at the beginning of June to August 2016. The material used in this study were 60 respondents selected by purposive convenience sampling with details of 30 respondents from urban locations and 30 respondents from sub urban locations. A structural questionnaire that have been tested for validity and reliability was used to interview the pig farmers. Descriptive analysis was conducted to describe characteristics and categories of variables that influenced the perception of pig farmers. Multiple linear regression analysis with dummy variables based on location was used to analyse the influence of demographic variables, economic motivation and cosmopolitan level on the pig farmers perception. The results showed that there was a difference in perception between pig farmers of urban and sub urban ($P \leq 0.01$). Characteristic that positively influenced the perception towards pig farming system changes from extensive into semi intensive were the ownership of pigs ($P \leq 0,01$), economic motivations ($P \leq 0,05$), cosmopolitan level ($P \leq 0,05$) and dummy of location ($P \leq 0,05$). The conclusion of this study is the perception of pig farmers in the urban area towards pig farming system change from extensive system to a semi intensive was higher than that of pig farmers in the sub urban. Characteristics that influenced the perception towards pig farming system changes from extensive into semi intensive are the ownership of pigs, economic motivations, cosmopolitan level and dummy of location.

Keywords: Pigs, Perception, Sub urban, Urban, Extensive, Semi intensive.