

Intisari

Program Ayam Kampung Unggul Badan Litbang Pertanian (KUB) merupakan inovasi yang dicanangkan oleh pemerintah untuk memenuhi permintaan daging dan telur ayam kampung. Program ini mulai dikenalkan kepada masyarakat pada tahun 2011. Penelitian ini dilakukan di Kabupaten Bantul dan Sleman dengan tujuan untuk: 1) mengetahui sikap petani terhadap Program Ayam KUB yang disampaikan melalui media audiovisual, 2) mengetahui karakteristik petani yang mempengaruhi sikap petani terhadap Program Ayam KUB, 3) mengetahui motivasi petani terhadap Program Ayam KUB yang disampaikan melalui media audiovisual, dan 4) mengetahui faktor-faktor yang mempengaruhi motivasi petani terhadap Program Ayam KUB. Metode penelitian yang digunakan adalah metode eksperimen. Pengambilan sampel lokasi dalam penelitian ini yaitu tingkat kecamatan, desa dan kelompok tani dilakukan secara purposif. Sedangkan pengambilan sampel anggota kelompok tani dilakukan secara acak sederhana. Total sampel kelompok berjumlah 4 yang terdiri atas 2 kelompok tani di Desa Sumberadi dan 2 kelompok tani di Desa Jambidan. Dari setiap kelompok diambil 25 anggota kelompok sehingga total sampel sebanyak 100 responden. Data dianalisis dengan uji proporsi dan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa sikap petani yaitu setuju terhadap Program Ayam KUB. Tingkat pendidikan berpengaruh positif terhadap sikap petani, yang berarti semakin tinggi tingkat pendidikan petani, maka semakin positif sikapnya terhadap Program Ayam KUB. Jenis kelamin, usia, dan pengalaman beternak tidak berpengaruh terhadap sikap petani. Motivasi petani yaitu sangat ingin terhadap adanya Program Ayam KUB. Sikap petani berpengaruh positif terhadap motivasi petani. Artinya, semakin positif sikap petani, maka semakin tinggi motivasi petani. Jenis kelamin, usia, tingkat pendidikan, pengalaman beternak dan pengetahuan tidak berpengaruh terhadap motivasi.

Kata kunci : motivasi, petani, program ayam KUB, sikap.

“Ayam Kampung Unggul Badan Litbang Pertanian (KUB)” Programme is as an inovasion proclaimed by government to supply the need of chickens and eggs. This programme is started to be introduced to the society in 2011. This research was done in Bantul and Sleman regency in order to: 1) know the farmer’s behaviour to the Ayam KUB Programme presented by media of audiovisual, 2) know the farmer’s characteristic that influence the farmer’s behaviour to Ayam KUB Programme, 3) know the farmer’s motivation to the Ayam KUB Programme presented by media of audiovisual, 4) know the factors that influence the farmer’s motivation the Ayam KUB Programme. Research method which was used was experimental design. The taking over of sample the location in this research is district, rural district and group of farmer which were done purposively. Where as the taking sample of the members group of farmer were done simple random sampling. The total number of sample groups are 4 group consisted of 2 groups of farmer in Sumberadi and 2 groups of farmer in Jambidan Rural District. Every one group was taken 25 members of group, so total number of the sample is 100 respondents. The data was analyzed with proportion test and multiple linier regression. The result of this research showed that the farmers agree to the Ayam KUB Programme. The degree of education has positively affect to the farmer’s behaviour. It means that the farmer’s higher education will be more positively to the farmer’s behaviour. The male, age, experience in farming do not affect to the farmer’s behaviour. The farmer’s motivation was want to existance, relatedness, and grow up toward Ayam KUB Programme. The farmer’s behaviour has positively affect to the farmer’s motivation. It means that more positively the farmer’s behaviour, will be more higher of the farmer’s motivation. The male, age, degree of education, experience in farming, and knowledge do not affect to the farmer’s motivation.

Key words: motivation, farmer, ayam KUB programme, behaviour.