

## **Intisari**

Penelitian ini dilakukan di Kecamatan Sanden Kabupaten Bantul dan memiliki tujuan untuk mengetahui: (1) peran ketua kelompok tani dalam adopsi teknologi budidaya bawang merah di lahan pasir pantai, (2) faktor-faktor yang mempengaruhi peran ketua kelompok tani, dan (3) pengaruh peran ketua kelompok tani dan faktor-faktor lain terhadap adopsi teknologi budidaya bawang merah di lahan pasir pantai. Metode dasar yang digunakan dalam penelitian ini adalah metode deskriptif analitis dengan teknik survei. Sampel desa dipilih secara purposive, yaitu Desa Srigading dan Desa Gadingsari. Dari masing-masing desa sampel tersebut dipilih satu sampel kelompok tani yang paling potensial dalam budidaya bawang merah di lahan pasir, yaitu kelompok tani Manunggal di Desa Srigading dan kelompok tani Phitisari di Desa Gadingsari. Dari masing-masing kelompok tani sampel diambil 30 petani sampel secara acak sederhana. Data dianalisis dengan tabel distribusi frekuensi dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa peran ketua kelompok tani dalam adopsi teknologi budidaya bawang merah dalam kategori tinggi. Faktor umur, pendidikan, motivasi, dan peran PPL berpengaruh nyata dan berpengaruh positif terhadap peran ketua kelompok dalam adopsi teknologi budidaya bawang merah. Faktor-faktor yang berpengaruh terhadap adopsi teknologi budidaya bawang merah di lahan pasir adalah peran penyuluh dan peran ketua kelompok tani. Faktor umur, pendidikan, dan motivasi tidak berpengaruh terhadap adopsi teknologi budidaya bawang merah di lahan pasir pantai.

Kata kunci: peran, ketua kelompok, adopsi teknologi, bawang merah, dan lahan pasir.

### *Abstract*

*The research was conducted in the District Sanden Bantul and has a goal to determine: (1) the degree of the role of chairman of farmer groups in technology adoption onion cultivation in the land of sand beach, (2) the factors which affect the role of chairman of farmer groups, and (3) the influence of the role of chair of farmer groups and other factors to adoption of red onion cultivation technology in coastal sandy farming land. The basic method used in this research is descriptive analytical with survey technique. The sample villages were selected purposively, that were Srigading Village and Gadingharjo Village. From each sample villages were selected a sample of farmer groups with the most potential in onion cultivation the sandy beach that were, Manunggal farmer groups in the Srigading village and Phitisari farmer groups in the Gadingsari village were selected. Thirty farmers samples from each group were taken by simple random sampling. Data was analyzed by frequency distribution tables and multiple linear regression analysis. The results showed that the role of chairman of farmer groups in adoption of red onion cultivation technology in the high category. The age, education, motivation, and field extension worker role of farmers influence significantly and positively to role of chairman of farmer groups in adoption of red onion cultivation technology. Factors that influence positively the adoption of red onion cultivation technology in the sandy land are the field extension worker role and the role of chairman of the farmer groups. The age, motivation, and education of farmer, has no effect onion cultivation technology adoption in the sandy beach land.*

*Keywords: Role, Group chairman, technology adoption, red onion, and sandy land.*