

ADOPSI INOVASI PADA PETERNAKAN SAPI PERAH RAKYAT DI DAERAH ISTIMEWA YOGYAKARTA, JAWA TENGAH, DAN JAWA TIMUR

Septi Nur Wulan Mulatmi
14/373664/PPT/0881

INTISARI

Penelitian ini bertujuan untuk mengidentifikasi inovasi, menganalisis angka adopsi inovasi, menganalisis faktor-faktor yang mempengaruhi adopsi inovasi, dan merumuskan strategi peningkatan adopsi inovasi pada peternakan sapi perah rakyat sebagai dasar implementasi inovasi. Objek penelitian adalah 270 peternak sapi perah rakyat di DIY, Jawa Tengah, dan Jawa Timur. Penelitian dilakukan dengan metode survey. Pemilihan responden dilakukan dengan metode *multi stage sampling*. Identifikasi inovasi dan angka adopsi inovasi dianalisis dengan analisis deskriptif, faktor-faktor yang mempengaruhi angka adopsi inovasi dianalisis dengan analisis regresi linier berganda, sedangkan strategi peningkatan adopsi inovasi dianalisis dengan analisis SWOT. Hasil penelitian menunjukkan bahwa inovasi yang ada di peternakan sapi perah rakyat adalah jerami amoniasi, jerami fermentasi, pakan konsentrat, *complete feed*, lumbung pakan ternak, IB, pemilihan bibit ternak unggul, biogas, pembuatan kompos, *recording*, teknik perkandangan yang baik, mesin perah, dan mesin *chopper*. Angka adopsi inovasi peternak sapi perah rakyat di DIY adalah 0,94, Jawa Tengah 0,94 dan Jawa Timur 0,88. Wilayah, umur, pendidikan formal, pendidikan nonformal, pengalaman, kepemilikan ternak, dan produksi susu memberikan pengaruh yang signifikan terhadap adopsi inovasi, sedangkan jumlah anggota keluarga tidak berpengaruh terhadap adopsi inovasi. Strategi peningkatan adopsi inovasi antara lain mengoptimalkan sumber daya; memberikan informasi yang jelas dan kontinyu mengenai inovasi; mempermudah akses informasi dengan memperbanyak penyebaran informasi; memberikan program pendampingan, penyuluhan, dan pelatihan disertai demonstrasi mengenai inovasi; meningkatkan partisipasi peternak; memperkuat kelembagaan peternak; mengusahakan alat pendukung inovasi secara bersama-sama; meningkatkan kualitas penyuluh, media, dan cara penyampaian informasi; serta mengoptimalkan bantuan pemerintah dan LSM.

Kata Kunci: Adopsi inovasi, peternakan sapi perah rakyat, strategi.

**ADOPTION OF INNOVATION BY THE DAIRY SMALLHOLDER FARMS
OF SPECIAL REGION OF YOGYAKARTA, CENTRAL
JAVA AND EAST JAVA**

Septi Nur Wulan Mulatmi
14/373664/PPT/0881

ABSTRACT

This study aims to identify the innovation, analyze the innovation adoption numbers, analyze the factors that influence adoption of innovation, and formulate strategy for increasing innovation adoption in the dairy smallholder farm as the basis of innovation implementation. The research involved 270 dairy smallholder farmers in Yogyakarta, Central Java, and East Java as respondents. The research was conducted by survey method. The selection of respondents was conducted using multi-stage sampling. Identification of innovation and innovation adoption figures was analyzed with descriptive analysis, the factors that affect the rate of innovation adoption were analyzed with multiple linear regression analysis, while the increased adoption of innovation strategies were analyzed by SWOT analysis. The results showed that innovation in the dairy smallholder farm were the ammoniated rice straw, fermented rice straw, feed concentrates, complete feed, barns fodder, Artificial Insemination, seed selection eminent livestock, biogas, compost, recording, good stall system, milking machine, and chopper machine. The number of innovation adoption in Special Region of Yogyakarta was 0.94, Central Java 0.94, and East Java 0.88. Region, age, formal education, non-formal education, experience, ownership of livestock, and dairy production have a significant influence on the adoption of innovation, while the number of family members did not have a significant influence on the adoption of innovation. Innovation strategies for increasing adoption were optimize resources; provide a clear and continuous information about innovation; facilitate access to information by extending the dissemination of information; provide mentoring programs, counseling, and training with a demonstration of the innovation; increase the participation of dairy farmers; strengthen institutional dairy farmers; seek a tool to support innovation together; improve the quality of extension, media, and the delivery of information; and optimize government and NGO aid.

Keywords: Adoption of innovation, the dairy smallholder farms, strategy.