

## INTISARI

### **RESPONS PETANI KEDELAI HITAM *MALLIKA* TERHADAP PROGRAM KEMITRAAN PT. UNILEVER DI KECAMATAN PITURUH KABUPATEN PURWOREJO**

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Tujuan dari penelitian ini adalah untuk mengetahui tingkat respons petani kedelai hitam *Mallika* terhadap program kemitraan PT. Unilever, mengetahui faktor-faktor yang mempengaruhi respons petani kedelai hitam *Mallika* terhadap program kemitraan PT. Unilever, dan mengetahui pengaruh respons petani kedelai hitam *Mallika* terhadap keberlanjutan program kemitraan PT. Unilever. Metode penelitian dasar adalah metode deskriptif. Hasil analisis menunjukkan bahwa respons petani kedelai hitam *Mallika* di Kecamatan Pituruh Kabupaten Purworejo tergolong dalam kategori positif. Faktor-faktor yang berpengaruh positif adalah tingkat pendidikan dan harga pembelian kedelai hitam *Mallika*. Faktor-faktor yang tidak berpengaruh adalah umur, pengalaman bertani, luas lahan garapan, jenis pekerjaan utama petani, persepsi, motivasi, aktivitas petani dalam kelompok tani, peran asisten lapangan (aslap) PT. Unilever, dan peran ketua Gapoktan Selendang Pelangi. Respons petani kedelai hitam *Mallika* berpengaruh nyata terhadap keberlanjutan program kemitraan PT. Unilever. Tingkat keberlanjutan tertinggi yaitu pemasaran telah terjamin, hasil panen yang dibeli secara tunai, dan modal benih dan resiko kegagalan yang ditanggung oleh PT. Unilever.

**Kata kunci: respons, kemitraan, kedelai hitam, PT. Unilever, Purworejo**

**ABSTRACT**

**THE RESPONSE OF *MALLIKA* BLACK SOYBEAN FARMERS TOWARDS  
UNILEVER PARTNERSHIP PROGRAM IN PITURUH SUB-DISTRICT OF  
PURWOREJO REGENCY**

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The purposes of this study were to determine the farmers response rate of *Mallika* black soybean towards the Unilever partnership program, to determine the influencing factors to the farmers response rate of *Mallika* black soybean towards the Unilever partnership program, and to determine the impact of these response to the sustainability if the Unilever partnership program. The applied research method was the descriptive method. The analysis results has showed that the farmers response rate of *Mallika* black soybean in Pituruh sub-district of Purworejo regency was classified as positive response. Factors that positively influenced to their response were education level and the price of the *Mallika* black soybeans. While the factors that have no effect to the response were age, farming experience, land holding, the farmers' main work, the farmers' perception, motivation, and farmers activities in farmers' group, the role of Unilevers's field assistants, and the role of the chairman of Gapoktan Selendang Pelangi farmer group. Farmers' response on *Mallika* had a real impact on the sustainability of the Unilever partnership program. The high level of sustainability was noticeable as the assurance of product sales, the harvests which are paid in cash, and seed funds and failure risks that were guaranteed by Unilever.

**Keywords: response, partnership, black soybeans, Unilever, Purworejo**