



## INTISARI

Penelitian ini dilakukan di Kabupaten Muaro Jambi dengan tujuan untuk : 1) mengetahui tingkat respons petani terhadap fluktuasi harga kelapa sawit, dan 2) mengetahui faktor-faktor yang mempengaruhi respons petani terhadap fluktuasi harga kelapa sawit. Metode yang digunakan dalam penelitian ini yaitu metode deskriptif dengan teknik survei. Pengambilan sampel kecamatan, sampel desa, dan sampel RT dilakukan secara purposive. Sedangkan, pengambilan sampel petani kelapa sawit dengan acak sederhana. Total sampel RT berjumlah dua RT yakni RT 01 dari Desa Mekar Sari Makmur dan RT. 11 dari Desa Suko Awin Jaya. Dari masing-masing RT diambil 20 sampel petani. Metode analisis yang digunakan yakni uji proporsi dan analisis linier berganda. Hasil penelitian menunjukkan bahwa respons petani terhadap fluktuasi harga kelapa sawit sebesar 55,03 %. Artinya petani kadang-kadang memberikan respons terhadap fluktuasi harga kelapa sawit. Faktor-faktor yang mempengaruhi respons petani terhadap fluktuasi harga kelapa sawit adalah motivasi dan gaya hidup mewah. Motivasi berpengaruh positif yakni semakin tinggi motivasi petani maka semakin tinggi pula respons petani terhadap fluktuasi harga kelapa sawit. Sedangkan gaya hidup mewah berpengaruh negatif yakni semakin rendah tingkat gaya hidup mewah rumah tangga tani tersebut maka semakin tinggi respons petani terhadap fluktuasi harga kelapa sawit. Untuk faktor umur, tingkat pendidikan, luas lahan, usia tanaman, jumlah anggota keluarga, peran petani sekitar sebagai sumber informasi, serta kesempatan kerja lain tidak mempengaruhi respons petani terhadap fluktuasi harga kelapa sawit.

Kata kunci : Respons, fluktuasi harga, kelapa sawit, Muaro Jambi



## **ABSTRACT**

*This research that conducted in Muaro Jambi district was aimed to: 1) determining the level of farmer response to price fluctuations of palm oil, and 2) determining the influencing factors of farmers response to price fluctuations of palm oil. The method used in this research was descriptive method with survey technique. Sub district, village, and neighborhood association (RT) were purposively chosen. The selected survey locations were, RT 01 of Mekar Sari Makmur village and RT 11 of Suko Awlin Jaya village. Palm oil farmers were chosen using simple random sampling. There were 20 samples of farmers taken from each villages. The analytical method used proportions test and multiple linear analysis. The research results showed that the response of farmers to price fluctuations of palm oil was 55.03% meaning that farmers sometimes respond to price fluctuations of palm oil. The Influencing factors to the response of farmers to price fluctuations of palm oil were the motivation and luxury lifestyle. Motivation positively influenced to farmers' motivation, the higher their motivation, will be the higher their response to price fluctuations of palm oil. Nevertheless, the luxurious lifestyle negatively influenced to farmers' response to price fluctuations of palm oil, the lower level of the luxury lifestyle of the farm household, will be the higher of their response. On the other hand, age, education level, landholding size, plant age, number of family members, the role of local farmers as a source of information, as well as other employment opportunities did not significantly influenced to response of farmers to price fluctuations of palm oil.*

*Keywords: Response, price fluctuations, palm oil, Muaro Jambi*