

INTISARI

Varietas unggul padi merupakan teknologi di bidang pertanian yang memiliki peran penting dalam meningkatkan produksi pangan dan ketahanan pangan nasional. Penelitian ini bertujuan untuk mengetahui preferensi petani terhadap varietas unggul padi di Provinsi Sulawesi Selatan dan faktor-faktor yang mempengaruhinya, serta mengetahui *willingness to continue* petani terhadap varietas unggul padi di Provinsi Sulawesi Selatan, dan faktor-faktor yang mempengaruhinya. Penelitian ini dilakukan di Kabupaten Sidenreng Rappang dan Pinrang. Sampel yang digunakan dalam penelitian sebanyak 101 orang ini ditentukan secara *purposive sampling* yaitu petani pengguna varietas unggul padi Ciherang, Inpari 32, Inpari 44 dan Inpari 37. Analisis deskriptif digunakan dalam penelitian ini untuk mengetahui preferensi petani dan *willingness to continue* petani terhadap varietas unggul padi yaitu analisis proporsi dan untuk preferensi ditambahkan juga dengan analisis *preceived quality*. Faktor-faktor yang mempengaruhi preferensi dan *willingness to continue* petani digunakan analisis *regresi binomial logistic*. Hasil analisis menunjukkan bahwa varietas Inpari 37 memiliki preferensi paling tinggi dan secara berurutan diikuti oleh varietas Ciherang, Inpari 32, dan Inpari 44. Berdasarkan tingkat kepentingan atribut, terdapat lima atribut yang paling dianggap penting oleh petani yaitu ketahanan terhadap hama penyakit, harga jual gabah, ketahanan terhadap rebah, produktivitas dan daya jual hasil. Persepsi petani terhadap atribut tekstur nasi mempengaruhi preferensi petani terhadap keempat varietas tersebut. Faktor lain yaitu jumlah umur, luas lahan, pendidikan, anggota keluarga, keanggotaan kelompok tani, serta persepsi petani terhadap atribut produktivitas, bentuk gabah, ketahanan hama dan penyakit, kerebahan dan kualitas hasil giling harga jual gabah, tinggi tanaman dan harga benih berpengaruh signifikan pada keempat varietas secara berbeda-beda. Tingkat *willingness to continue* petani secara berurutan yaitu Inpari 32, Ciherang, Inpari 37 masuk dalam kategori tinggi, sedangkan Inpari 44 masuk dalam kategori cukup tinggi. Persepsi petani terhadap atribut tekstur nasi dan ketahanan terhadap hama dan penyakit berpengaruh signifikan terhadap *willingness to continue* petani pada keempat varietas tersebut. Faktor yang lain yaitu hasil panen varietas, lama penggunaan, kepuasan, pendapatan, serta persepsi petani terhadap atribut produktivitas, harga jual gabah, kualitas hasil giling dan daya jual hasil berpengaruh secara signifikan terhadap keempat varietas secara berbeda-beda.

Kata kunci : preferensi, *willingness to continue*, petani, padi

ABSTRACT

High Yielding Variety of rice are a technology in the field that has an important role in increasing food production and national food security. This study aims to determine farmers' preferences for high-yielding of rice varieties in South Sulawesi Province and the factors that influence it, as well as knowing farmers' willingness to continue high-yielding varieties of rice in South Sulawesi Province, and the factors that influence it. This research was conducted in Sidenreng Rappang and Pinrang Regencies at December 2020 to January 2021. The sample used in this study of 101 people was determined by purposive sampling, namely farmers using high-yielding varieties of rice are Ciherang, Inpari 32, Inpari 44 and Inpari 37. Descriptive analysis used in this study to determine farmers' preferences and willingness to continue farmers towards high yielding of rice varieties, namely the analysis of proportions and preferences is added also to the analysis of preceived quality. Binomial logistic regression analysis used to determine factors influencing farmers' preferences and willingness to continue. The results of the analysis show that the Inpari 37 variety has the highest preference and is followed by Ciherang, Inpari 32, and Inpari 44. Based on the level of attribute importance, five attributes are considered important by farmers, namely resistance to pests and diseases, grain selling price, resistant to fall, productivity and marketability of the results. Farmers' perceptions of rice texture attributes affect with farmers' preferences for the four varieties. Other factors were the number of age, land area, education, family members, farmer groups, and farmers' perceptions of productivity attributes, grain shape, resistance to pests and diseases, resistant to fall, and quality of milled grain selling price, plant height and seed prices affect and had a significant effect on the four varieties differently. The level of willingness to continue with farmers sequentially, namely Inpari 32, Ciherang, Inpari 37 is in the high category, while Inpari 44 is in the fairly high category. Farmers' perceptions of rice texture and resistance to pests and diseases were significantly affect with farmers' willingness to continue with the four varieties. Other factors, namely the yield of varieties, duration of use, satisfaction, income, and farmers' perceptions of productivity, grain selling prices, milled quality and marketability have a significant effect on the four varieties differently.

Keywords: preference, willingness to continue, farmers, rice