

**MOTIVASI BERWIRUSAHA PETANI DALAM USAHATANI BAWANG
MERAH DI LAHAN PANTAI DI KECAMATAN SANDEN KABUPATEN
BANTUL YOGYAKARTA**

*Farmer's Entrepreneurship Motivation On Red Onion Farming In Coastal
Sand In The Sanden District Bantul Regency Yogyakarta.*

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ABSTRACT

The purpose of this reasearch is to determine the level of entrepreneurship motivation in onion farming in coastal land, the level of farmers work achievement in onion farming in coastal land and to know the relationship between entrepreneurship motivation with work achievement of onion farmer in coastal land in the Srigading Village Sanden District, Bantul Regency. The basic method used is descriptive analysis. Location of research determinated by purposive in Sanden District. Data collected by interview using structured questionnaires to all active members of Kelompok Tani Manunggal (65 people). The results showed that both the entrepreneurship motivation in onion farming in coastal land and farmers work achievement in onion farming in coastal land are classified in high category. However, there is no correlation between the motivation of farmers in onion farming in coastal land with work achievement.

Keywords: *coastal land, entrepreneurship motivation, onion.*