

ABSTRACT

Farmers Motivation in Organic Rice Entrepreneurship on Gempol Village, Karanganom Sub-district, Klaten Regency. 2020. Restu Budi Nugroho (Thesis mentored by Indardi & Zuhud Rozaki). Growing organic rice is expected to increase production and household income for rice farmers in Gempol Village because the selling price of organic rice is higher than conventional rice, but only some farmers are turning to grow organic rice. Based on this background, research needs to be done to knowing the farmers motivation in organic rice entrepreneurship and to knowing the factors to related with motivation of organic rice farmers. Gempol Village is one of the Villages in Karanganom sub-district, Klaten Regency, which is currently famous for its organic rice and has been developing its organic agriculture since 2012. This location is determined purposive. Sampling was done by census that is taking the entire population of 37 organic rice farmers in Gempol Village. The analysis used in this research is descriptive analysis, scoring technique, and Rank Spearman correlation analysis. research results show (1) The average score of motivation for organic rice farmers in Gempol Village was 92 and included in the category of "high". (2) Factors that have a negative value to motivation of organic farmers in Gempol Village are credit facilities and that have a positive value but still have a low relationship namely the role of farmer groups and counseling intensity. While the factors of formal education, farming experience, area of worked on land, availability of capital, income, market opportunities, and government assistance have a positive value and have a relationship to motivation influencing the farmers to entrepreneurship organic rice in Gempol Village.

Keywords: *organic rice, motivation, rice farmer*

INTISARI

MOTIVASI PETANI DALAM USAHATANI PADI ORGANIK DI DESA GEMPOL KECAMATAN KARANGANOM KABUPATEN KLATEN. 2020. RESTU BUDI NUGROHO (Skripsi dibimbing oleh Indardi & Zuhud Rozaki). Menanam padi organik diharapkan dapat meningkatkan produksi dan pendapatan rumah tangga bagi petani padi di Desa Gempol karena harga jual padi organik lebih tinggi dari padi konvensional, tetapi hanya sebagian petani beralih menanam padi organik. Berdasarkan latar belakang ini perlu dilakukan penelitian untuk mengetahui motivasi petani dalam berusaha tani padi organik dan mengetahui faktor-faktor yang berhubungan dengan motivasi Petani padi organik. Desa Gempol adalah salah satu Desa di Kecamatan Karanganyam Kabupaten Klaten yang saat ini terkenal dengan beras organiknya dan sudah mengembangkan pertanian organiknya sejak tahun 2012. Lokasi ini ditentukan secara *purposive*, yaitu teknik penentuan secara sengaja. Pengambilan sampel dilakukan secara sensus yaitu mengambil seluruh populasi yang berjumlah 37 petani padi organik di Desa Gempol. Analisis yang digunakan dalam penelitian ini adalah analisis deskriptif, teknik skoring, dan analisis korelasi Rank Spearman. Hasil penelitian menunjukkan (1) Perolehan skor rata-rata mengenai motivasi petani padi organik di Desa Gempol sebesar 92 dan termasuk kategori “tinggi”. (2) Faktor yang memiliki nilai negatif terhadap motivasi petani padi organik di Desa Gempol adalah fasilitas kredit dan yang memiliki nilai positif tetapi masih memiliki hubungan rendah yaitu peran kelompok tani dan intensitas penyuluhan. Sedangkan faktor pendidikan formal, pengalaman berusaha tani, luas lahan garapan, ketersediaan modal, pendapatan, peluang pasar, dan bantuan pemerintah memiliki nilai positif dan memiliki hubungan terhadap motivasi dalam mempengaruhi petani berusaha tani padi organik di Desa Gempol.

Kata Kunci : padi organik, motivasi, petani padi