

HUBUNGAN ANTARA SIKAP DENGAN ADOPSI PETERNAK TERHADAP PROGRAM ASURANSI USAHATANI SAPI (AUTS)

ABSTRAK

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Usaha pertanian dan peternakan memiliki berbagai risiko diantaranya adalah karena kecelakaan, bencana alam termasuk wabah penyakit. Kementerian Pertanian Republik Indonesia pada tahun 2016 mengimplementasikan program asuransi yang khusus diperuntukkan bidang usaha tani dan usaha ternak sapi yaitu AOTP dan AUTS. Dalam hal ini pemerintah bekerjasama dengan PT. Asuransi Jasa Indonesia. Tujuan dari penelitian ini adalah untuk menganalisis sikap dan adopsi peternak terhadap terhadap program AUTS serta menganalisis hubungan antara sikap dan adopsi peternak terhadap program AUTS. Metode penelitian yang digunakan adalah survey yang dianalisis secara deskriptif kualitatif untuk sikap dan adopsi terhadap program AUTS, sedangkan untuk analisis hubungan antara sikap dan adopsi peternak terhadap program AUTS dianalisis menggunakan analisis korelasi Rank Spearman. Penelitian dilaksanakan di Kota Tasikmalaya pada pembudidaya ternak sapi yang telah mengikuti program AUTS dari bulan Januari sampai April 2023. Pengambilan sampel menggunakan sampling jenis (sensus) dengan mengambil seluruh anggota populasi yaitu sebanyak 48 orang. Hasil penelitian menunjukkan sikap peternak terhadap program AUTS terkategori tinggi, semua indikator sikap yaitu aspek afektif, konatif dan kognitif juga terkategori tinggi. Adopsi peternak terhadap program AUTS terkategori tinggi, semua indikator adopsi (awareness, interest, evaluation, trial dan Adoption) terkategori tinggi. Terdapat hubungan positif antara sikap dan adopsi peternak terhadap program AUTS.

Kata kunci : sikap, adopsi, asuransi usaha tani sapi (AUTS).

**RELATIONSHIP BETWEEN ATTITUDE AND BREAKER ADOPTION OF
COW FARMING INSURANCE PROGRAM (AUTS)**

ABSTRACT

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Agricultural and livestock businesses have various risks including accidents, natural disasters including disease outbreaks. The Ministry of Agriculture of the Republic of Indonesia in 2016 implemented an insurance program specifically for farming and cattle farming, namely AOTP and AUTS. In this case the government cooperates with PT. Indonesian Service Insurance. The purpose of this study was to analyze the attitudes and adoption of breeders towards the AUTS program and to analyze the relationship between attitudes and breeders' adoption of the AUTS program. The research method used was a survey which was analyzed descriptively qualitatively for attitudes and adoption of the AUTS program, while for the analysis of the relationship between attitudes and adoption of breeders towards the AUTS program was analyzed using Rank Spearman correlation analysis. The research was conducted in Tasikmalaya City on cattle farmers who had participated in the AUTS program from January to April 2023. Sampling using census sampling by taking all members of the population as many as 48 people. The results showed that the attitude of farmers towards the AUTS program was in the high category, all attitude indicators namely affective, conative and cognitive aspects were also in the high category. Breeder adoption of the AUTS program is in the high category, all adoption indicators (awareness, interest, evaluation, trial and adoption) are in the high category. There is a positive relationship between farmer's attitude and adoption of the AUTS program.

Keywords: attitude, adoption, cattle farming insurance (AUTS).