

ABSTRAK

HUBUNGAN PERSEPSI PETANI DENGAN MOTIVASI MELAKUKAN USAHATANI PADI ORGANIK DI KECAMATAN CIHAURBEUTI KABUPATEN CIAMIS

Oleh

**Ramdan
NPM 205009026**

**Dosen Pembimbing:
Zulfikar Noormansyah
Eri Cahrial**

Usahatani padi organik belum banyak diterapkan oleh sebagian besar petani. Hal ini terjadi karena petani memiliki persepsi kurang baik terhadap usahatani padi organik. Padi organik dianggap memiliki pemeliharaan yang sulit serta dinilai memiliki produktivitas yang rendah sehingga tidak bisa memenuhi kebutuhan pangan. Kecamatan Cihaurbeuti merupakan salah satu daerah di Kabupaten Ciamis yang memiliki lahan padi organik bersertifikat dan diusahakan oleh 33 petani. Petani padi organik di Kecamatan Cihaurbeuti tetap konsisten melakukan usahatani padi secara organik meskipun sebagian besar petani memiliki persepsi kurang baik terhadap usahatani padi organik. Penelitian ini dilakukan untuk mengetahui persepsi petani terhadap usahatani padi organik, motivasi petani dalam melakukan usahatani padi organik, serta hubungan antara persepsi petani dengan motivasi melakukan usahatani padi organik. Metode penelitian menggunakan metode survei dengan penentuan responden menggunakan sampling jenuh terhadap 33 petani yang mengusahakan padi organik bersertifikat di Kecamatan Cihaurbeuti Kabupaten Ciamis. Data persepsi dan motivasi dianalisis secara deskriptif kuantitatif dan analisis hubungan antara persepsi dengan motivasi menggunakan uji korelasi *Rank Spearman*. Hasil penelitian menunjukkan bahwa persepsi dan motivasi petani terhadap usahatani padi organik termasuk kedalam kategori sangat baik dengan memperoleh tingkat keberhasilan 82,08 persen dan 83,23 persen. Hasil analisis korelasi menunjukkan terdapat hubungan antara persepsi petani dengan motivasi dalam melakukan usahatani padi organik dengan keeratan hubungan sebesar 0.618 dan termasuk kedalam kategori kuat.

Kata Kunci: Persepsi, Motivasi, Padi Organik

ABSTRACT

THE RELATIONSHIP OF FARMERS PERCEPTIONS WITH MOTIVATION TO CONDUCT ORGANIC RICE FARMING IN CIHAURBEUTI DISTRICT CIAMIS REGENCY

By

**Ramdan
NPM 205009026**

**Supervisors:
Zulfikar Noormansyah
Eri Cahrial**

Organic rice farming has not been widely implemented by most farmers. This happens because farmers have a poor perception of organic rice farming. Organic rice is considered difficult to care for and is considered to have low productivity so it cannot meet food needs. Cihaurbeuti District is one of the areas in Ciamis Regency which has certified organic rice land and is cultivated by 33 farmers. Organic rice farmers in Cihaurbeuti District remain consistent in running organic rice farming even though the majority of farmers have an unfavorable perception of organic rice farming. This research was conducted to determine farmers perceptions of organic rice farming, farmers motivation for carrying out organic rice farming, and the relationship between farmers perceptions and motivation for carrying out organic rice farming. The research method uses a survey method by determining respondents using saturated sampling of 33 farmers who cultivate certified organic rice in Cihaurbeuti District, Ciamis Regency. Perception and motivation data were analyzed descriptively quantitatively and the relationship between perception and motivation was analyzed using the *Spearman Rank* correlation test. The research results show that farmers perceptions and motivation towards organic rice farming are in the very good category with a success rate of 82.08 percent and 83.23 percent. The results of the correlation analysis show that there is a relationship between farmers perceptions and motivation in carrying out organic rice farming with a value of 0.618 and is included in the strong category.

Keywords: Perception, Motivation, Organic Rice