

ABSTRAK

HUBUNGAN ANTARA MOTIVASI DENGAN RESPON PETANI PADI DALAM PROGRAM *UPLAND* DI KECAMATAN CIPATUJAH KABUPATEN TASIKMALAYA

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Program *UPLAND* merupakan kegiatan pertanian di dataran tinggi yang komprehensif, mulai dari pengembangan *on-farm* hingga *off-farm*, Program *UPLAND* di Kabupaten Tasikmalaya berorientasi pada pengembangan komoditas padi organik. Penelitian ini bertujuan : 1) Menganalisis motivasi petani padi dalam Program *UPLAND* di Kecamatan Cipatujah Kabupaten Tasikmalaya. 2) Menganalisis respon petani padi dalam Program *UPLAND* di Kecamatan Cipatujah Kabupaten Tasikmalaya 3) Menganalisis hubungan antara motivasi dengan respon petani padi dalam Program *UPLAND* di Kecamatan Cipatujah Kabupaten Tasikmalaya. Tempat penelitian ini berlokasi di Kecamatan Cipatujah Kabupaten Tasikmalaya. Data yang digunakan dalam penelitian ini adalah data primer dan sekunder. Metode penelitian ini menggunakan metode *survey*. Hasil penelitian menunjukkan :1) Motivasi petani padi dalam Program *UPLAND* di Kecamatan Cipatujah Kabupaten Tasikmalaya masuk kategori sangat tinggi. 2) Respon petani padi dalam Program *UPLAND* di Kecamatan Cipatujah Kabupaten Tasikmalaya masuk kategori sangat baik. 3) Terdapat hubungan antara motivasi dengan respon petani padi dalam Program *UPLAND* di Kecamatan Cipatujah Kabupaten Tasikmalaya masuk kategori sedang. Dengan sifat hubungan semakin tinggi motivasi petani padi dalam program *UPLAND* maka semakin tinggi pula respon petani padi dalam program *UPLAND* di Kecamatan Cipatujah Kabupaten Tasikmalaya.

Kata Kunci: Motivasi, Respon, *UPLAND*

ABSTRACT

THE RELATIONSHIP BETWEEN MOTIVATION AND PADDY FARMERS' RESPONSE TO THE UPLAND PROGRAM IN THE CIPATUJAH TASIKMALAYA REGENCY

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The UPLAND program is a comprehensive agricultural activity in the highlands, ranging from on-farm to off-farm development, the UPLAND program in Tasikmalaya Regency is oriented towards the development of organic rice commodities. This study aims to: 1) Analyze the motivation of farmers in the UPLAND program in Cipatujah District, Tasikmalaya Regency. 2) Analyze the response of farmers in the UPLAND program in Cipatujah District, Tasikmalaya Regency 3) Analyze the relationship between motivation and farmer response in the UPLAND program in Cipatujah District, Tasikmalaya Regency. This research site is located in Cipatujah District, Tasikmalaya Regency. The data used in this study are primary and secondary data. This research method uses the survey method. The results showed: 1) The motivation of farmers towards the UPLAND program in Cipatujah District, Tasikmalaya Regency is in the very high category. 2) The response of farmers to the UPLAND program in Cipatujah District, Tasikmalaya Regency is categorized as very good. 3) There is a relationship between motivation and the response of rice farmers in the UPLAND program in Cipatujah District, Tasikmalaya Regency is in the medium category. By the nature of the relationship, the higher the motivation of farmers in the UPLAND program, the higher the response of farmers in the UPLAND program in Cipatujah District, Tasikmalaya Regency.

Keywords: Motivation, Response, UPLAND