

ABSTRAK

NIAT DAN PARTISIPASI DALAM PROGRAM SETAMAN CINTA KOTA TASIKMALAYA: PENDEKATAN THEORY OF PLANNED BEHAVIOR

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Rendahnya partisipasi petani dalam Program Setaman Cinta di Kota Tasikmalaya menyebabkan sulitnya berkembang program tersebut. Penelitian ini bertujuan: 1) Mengetahui niat petani dalam Program Setaman Cinta di Kota Tasikmalaya. 2) Mengetahui partisipasi petani dalam Program Setaman Cinta di Kota Tasikmalaya. 3) Menganalisis sikap, norma subjektif dan persepsi kontrol perilaku petani terhadap niat dan partisipasi dalam Program Setaman Cinta. Metode penelitian ini menggunakan metode survei dan teknik *simple random sampling*. Teknik analisis data yang digunakan adalah *Structural Equation Modelling* (SEM) – *Partial Least Squares* (PLS) dengan 50 responden. Hasil penelitian menunjukkan: 1) Niat petani dalam Program Setaman Cinta termasuk kategori sangat setuju yang berarti bahwa responden sangat setuju dengan indikator yang berkaitan dengan niat. 2) Partisipasi petani dalam Program Setaman Cinta termasuk kategori setuju yang berarti bahwa responden setuju dengan indikator yang berkaitan dengan partisipasi. 3) Terdapat pengaruh positif antara sikap petani dengan niat mengikuti Program Setaman Cinta, sementara norma subjektif dan persepsi kontrol perilaku tidak berpengaruh signifikan. Kemudian, niat berpengaruh positif terhadap partisipasi petani dalam Program Setaman Cinta.

Kata kunci: partisipasi petani, niat, *theory of planned behavior*

ABSTRACT

THE INTENTION AND PARTICIPATION IN THE SETAMAN CINTA PROGRAM OF TASIKMALAYA CITY: THEORY OF PLANNED BEHAVIOR APPROACH

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The low level of farmer participation in Setaman Cinta Program in Tasikmalaya City makes it difficult to develop that program. This research aims to: 1) Ascertain respondents' intentions in the Setaman Cinta Program in Tasikmalaya City. 2) Determine the extent to which respondents have participated in the Setaman Cinta Program in Tasikmalaya City. 3) The analysis will focus on the attitudes, subjective norms and perception of respondent's behavioral control regarding intentions and participation in the Setaman Cinta Program. This research method employs a survey and a simple random sampling technique. The Structural Equation Modeling (SEM) used with Partial Least Squares (PLS) to analyze data from 50 respondents. The research result indicate that: 1) Farmers' intentions for the Setaman Cinta Program are strongly agreeable, which means that the farmers strongly agrees with indicators related to intention. 2) Farmers' participations for the Setaman Cinta Program fall into the agreed category, which means that the farmers agrees with indicators related to participation. 3) There is a positive influence between farmer attitudes and intention to participate in the Setaman cinta Program, while subjective norms and perceived behavioral control do not have a significant effect. Then, intention has a positive effect on farmer participation in the Setaman Cinta Program.

Keywords: farmer participation, intention, theory of planned behavior