

ABSTRAK

HUBUNGAN ANTARA PERSEPSI DENGAN MOTIVASI PETANI DALAM MELAKUKAN USAHATANI BELIMBING MADU DI KECAMATAN LANGENSARI

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Belimbing madu merupakan komoditas utama yang dikembangkan Kota Banjar, khususnya di Kecamatan Langensari. Namun, terdapat beberapa permasalahan yang dihadapi petani dalam melakukan usahatani belimbing madu yang dapat mempengaruhi persepsi petani supaya termotivasi dalam mengembangkan usahatani. Penelitian ini dilakukan untuk mengetahui persepsi, motivasi, serta hubungan antara persepsi petani dengan motivasi melakukan usahatani belimbing madu. Penelitian dilaksanakan pada bulan Oktober 2024 sampai Juli 2025. Metode penelitian menggunakan metode survei dengan penentuan sampel data penelitian ini menggunakan *Cluster Sampling* dengan mengambil seluruh petani belimbing madu dan pengambilan sampel dengan *proportional random sampling* dengan kriteria petani tersebut aktif dalam usahatani tanaman belimbing madu ada di Kecamatan Langensari. 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 dalam melakukan usahatani belimbing madu termasuk kedalam kategori baik. Terdapat hubungan yang kuat antara persepsi dengan motivasi petani dalam melakukan belimbing madu di Kecamatan Langensari.

Kata Kunci: Persepsi, Motivasi, Usahatani, Belimbing Madu

ABSTRAC

THE RELATIONSHIP BETWEEN PERCEPTION WITH FARMER MOTIVATION IN CARRYING OUT HONEY STAR FRUIT FARMING IN LANGENSARI REGENCY

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Honey star fruit is the main commodity developed by Banjar City, especially in Langensari District. However, there are several problems faced by farmers in carrying out honey star fruit farming that can affect the perception of farmers to be motivated in developing farming. This research was conducted to find out the perception, motivation, and relationship between farmers' perceptions and motivation to do honey star fruit farming. The research was carried out from October 2024 to July 2025. The research method uses a survey method with the determination of data samples, this research uses Cluster Sampling by taking all honey star fruit farmers and sampling with proportional random sampling with the criteria that the farmer is active in honey star fruit farming in Langensari District. Perception and motivation data were analyzed descriptively, quantitatively, and the relationship between perception and motivation was analyzed using the Spearman Rank correlation test. The results of the study show that the perception and motivation of farmers in carrying out honey star fruit farming is included in the good category. There is a strong relationship between perception and the motivation of farmers in doing honey star fruit in Langensari District.

Keywords: *Perception, Motivation, Farming, Honey Starfruit*