

HUBUNGAN ANTARA KARAKTERISTIK DAN MOTIVASI PETANI DENGAN RASIONALITAS PETANI KEDELAI

ABSTRAK

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Penelitian ini bertujuan untuk menganalisis hubungan antara karakteristik dan motivasi petani dengan rasionalitas petani kedelai di Kecamatan Pancatengah, Kabupaten Tasikmalaya. Penelitian menggunakan metode survei dengan pendekatan kuantitatif. Data primer diperoleh melalui kuesioner yang dibagikan kepada 126 responden yang ditentukan secara *simple random sampling*, sedangkan data sekunder diperoleh dari instansi terkait dan literatur pendukung. Variabel yang dikaji meliputi karakteristik petani (umur, pendidikan, pengalaman usahatani, jumlah tanggungan keluarga, dan luas lahan), motivasi (intrinsik dan ekstrinsik), serta rasionalitas petani (sosial, ekonomi, lingkungan, dan teknologi). Analisis data dilakukan secara deskriptif kuantitatif dan uji hubungan menggunakan Koefisien Konkordansi Kendall-W untuk hubungan simultan serta Kendall Tau untuk hubungan parsial. Hasil analisis menunjukkan bahwa secara umum karakteristik petani kedelai berada pada kategori tinggi, motivasi petani pada kategori sangat tinggi, dan rasionalitas petani pada kategori sangat tinggi di semua dimensi. Secara parsial, menunjukkan adanya hubungan positif antara motivasi dan rasionalitas petani kedelai. Lebih lanjut, diketahui untuk rasionalitas sosial petani terkategori tinggi, sedangkan rasionalitas ekonomi, teknologi, dan lingkungan terkategori sangat tinggi.

Kata kunci: Karakteristik Petani, Motivasi, Rasionalitas

***THE RELATIONSHIP BETWEEN FARMERS' CHARACTERISTICS AND
MOTIVATION WITH THE RATIONALITY OF SOYBEAN FARMERS***

ABSTRACT

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This study aims to analyze the relationship between farmers' characteristics and motivation with the rationality of soybean farmers in Pancatengah District, Tasikmalaya Regency. The research employed a survey method with a quantitative approach. Primary data were obtained through questionnaires distributed to 126 respondents determined by simple random sampling, while secondary data were collected from relevant institutions and supporting literature. The variables studied included farmers' characteristics (age, education, farming experience, number of family dependents, and land area), motivation (intrinsic and extrinsic), and farmers' rationality (social, economic, environmental, and technological). Data were analyzed using descriptive quantitative analysis and correlation tests with Kendall's W Concordance Coefficient for simultaneous relationships and Kendall's Tau for partial relationships. The results showed that, in general, the characteristics of soybean farmers were in the high category, farmers' motivation was in the very high category, and farmers' rationality was also in the very high category across all dimensions. Partially, there was a positive relationship between farmers' motivation and rationality. Furthermore, it was found that farmers' social rationality was in the high category, while economic, technological, and environmental rationality were in the very high category.

Keywords: Farmers' Characteristics, Motivation, Rationality