

ABSTRAK

PENGARUH PERSEPSI, SIKAP DAN PRODUKTIVITAS TERHADAP PENERAPAN SISTEM TANAM JAJAR LEGOWO DI KECAMATAN KARANGNUNGGAL KABUPATEN TASIKMALAYA

Oleh

**Riska Saepani Sahaleha
NPM. 225009103**

**Dosen Pembimbing :
Abdul Mutolib
Unang Atmaja**

Penelitian ini bertujuan untuk mengetahui Pengaruh antara Persepsi, Sikap dan Produktivitas Terhadap Penerapan Sistem Tanam Jajar Legowo. Penelitian ini dilaksanakan di Kecamatan Karangnunggal Kabupaten Tasikmalaya, pemilihan lokasi dilakukan secara *purposive* (sengaja). Metode penelitian menggunakan metode survei. Sampel penelitian adalah sebanyak 94 petani padi menggunakan metode *proportional random sampling*. Data yang telah terkumpul kemudian dianalisis menggunakan analisis deskriptif dan analisis regresi linear berganda. Hasil penelitian menyatakan bahwa persepsi dan sikap petani terhadap penerapan sistem tanam jajar legowo dikategorikan sangat baik dengan produktivitas padi di 38,5 kuintal per hektare dan penerapan sistem tanam jajar legowo termasuk kategori tinggi. Secara parsial persepsi dan produktivitas berpengaruh signifikan pada penerapan sistem tanam jajar legowo. Namun, sikap tidak berpengaruh pada penerapan sistem tanam jajar legowo dan secara simultan persepsi, sikap dan produktivitas berpengaruh pada penerapan sistem tanam jajar legowo. Hasil *Adjust R Square* menunjukkan bahwa persepsi, sikap dan produktivitas berpengaruh sebesar 24,6 persen terhadap penerapan sistem tanam jajar legowo dengan tingkat keeratan 0,496 dan termasuk kategori cukup kuat.

Kata Kunci : Persepsi, Sikap, Produktivitas, Penerapan Jajar Legowo

ABSTRACT

THE INFLUENCE OF PERCEPTION, ATTITUDE AND PRODUCTIVITY ON THE IMPLEMENTATION OF THE JAJAR LEGOWO PLANTING SYSTEM IN KARANGNUNGGAL DISTRICT, TASIKMALAYA REGENCY

BY

**Riska Saepani Sahaleha
NPM. 225009103**

***Supervisor:*
Abdul Mutolib
Unang Atmaja**

This study aims to determine the influence of perception, attitude, and productivity on the implementation of the Jajar Legowo planting system. This study was conducted in Karangnunggal District, Tasikmalaya Regency, the location was selected purposively. The research method used a survey method. The research sample was 94 rice farmers using the proportional random sampling method. The collected data were then analyzed using descriptive analysis and multiple linear regression analysis. The results of the study stated that farmers' perceptions and attitudes towards the implementation of the Jajar Legowo planting system were categorized as very good with rice productivity at 38.5 quintals per hectare and the implementation of the Jajar Legowo planting system was included in the high category. Partially, perception and productivity had a significant effect on the implementation of the Jajar Legowo planting system. However, attitudes did not affect the implementation of the Jajar Legowo planting system and simultaneously, perception, attitude, and productivity had an effect on the implementation of the Jajar Legowo planting system. The Adjusted R Square results showed that perception, attitude, and productivity had an effect of 24.6 percent on the implementation of the Jajar Legowo planting system with a closeness level of 0.496 and included in the fairly strong category.

Keywords: Perception, Attitude, Productivity, Implementation of Jajar Legowo