

**MOTIVASI ANGGOTA DALAM KEGIATAN KELOMPOK TANI SALAK
PONDOH ORGANIK SI CANTIK DI DUSUN LEDOKNONGKO DESA
BANGUNKERTO KECAMATAN TURI KABUPATEN SLEMAN**

The Motivation Of Members In The Activites Of Farmers Group Salak PONDH Organic “Si Cantik” In Bangunkert Village Turi Sub-District Sleman Regency

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ABSTRACT

The exportir’s demand made a Kelompok Tani Salak PONDH Organic Si Cantik keep their activities. The study aims to describe the management of activity and to know the motivation of the members in Kelompok Tani Salak PONDH Organic Si Cantik activity. The basic method that use in this study is descriptive method. The technique of determaining the responden used sensus method that is take all of members with the aggregate 38 members. The data was use is primary and secondary data. The study result indicate that Kelompok Tani Salak PONDH Organic Si Cantik managed with the management and the 38 members. Seven people are as management were work in their position like chief, secretary, treasurer, cultivation and product section, litbang and irrigation section, labor and public relation section. The management of the activity are include the cultivation, after crop, marketing, a reguler meeting, and tour village. The result of motivation needed with the highest number amount 280 is existence, that is the necessary to fill all of the main necessary like consumption needed, education, health, and house renovation. The growth motivation needed is amount of 140, the members motivated because of the desire to increase their ability, and the less motivation needed is relatedness with amount of 69. This condition because of the several main activity like cultivation and after crop was did in their place of residences.

Keywords: *farmers group, motivation, zalacca palm*