

**SIKAP PETANI PISANG TERHADAP KOPERASI “AMBOY”  
(Agro Misara Boga Bantul Yogyakarta) Desa Sidomulyo,  
Kecamatan Bambanglipuro, Kabupaten Bantul, Diy**

*Banana Farmers Attitude Towards “AMBOY”(Agro Mirasa Boga Bantul  
Yogyakarta) Sidomulyo Village, Banbanglipuro Sub District, Bantul Regency,  
DIY.*

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**ABSTRACT**

*Indonesia agricultural development needs to be encourage to improve agricultural productivity. In Sidomulyo Village there is a “AMBOY” cooperative which is engaged the banana but still a few banana farmers who join the “AMBOY” cooperative. The basic method used in this research is descriptive method. The sampling method used the census method by taking all of cooperative members (30 respondents). Data analysis techniques used to determine the attitude of banana farmers are scoring and to know the correlation of factors that influence the attitude of banana farmes using Correlation Coefficient Rank Spearman. The result of this study are known characteristics of “AMBOY” cooperative members consist of age, occupation, formal education, income and number of family members. Attitudes of banana farmers to “AMBOY” cooperatives are included in either category. Factors affecting the attitude of banana farmers to cooperatives “AMBOY” consist of active members of cooperatives, non-formal education, organizational experience and internet acces. The relationship of factors influencing attitude with attitude of banana farmers to “AMBOY” cooperative which had strong relation with direction of positive relationship that is activeness of cooperative member and organizational experience.*

*Keyword : “AMBOY” cooperative, Banana, The attitude of farmers.*